

BRAND PROPOSAL

CELSIUS

REFUEL





AGENDA

- 1 Brand Overview
- 2 The Problem & Opportunity
- 3 The Solution & Vision
- 4 Target Consumer & Journey
- 5 Competitive & Market Landscape
- 6 Product Structure
- 7 Launch Strategy

MEET THE TEAM

ANNA BEREZANSKY



KAELYN SPEEDLING



MOLLY LAVELLE



WAVERLY PRICE



OWEN ANDERSON

A woman with blonde hair, wearing a black sports bra and grey leggings, is running in a gym. She is looking forward with a determined expression. The background shows gym equipment and a blue wall.

**CELSIUS IS A MOVEMENT. A MOVEMENT
THAT'S ALL ABOUT MOVEMENT.**

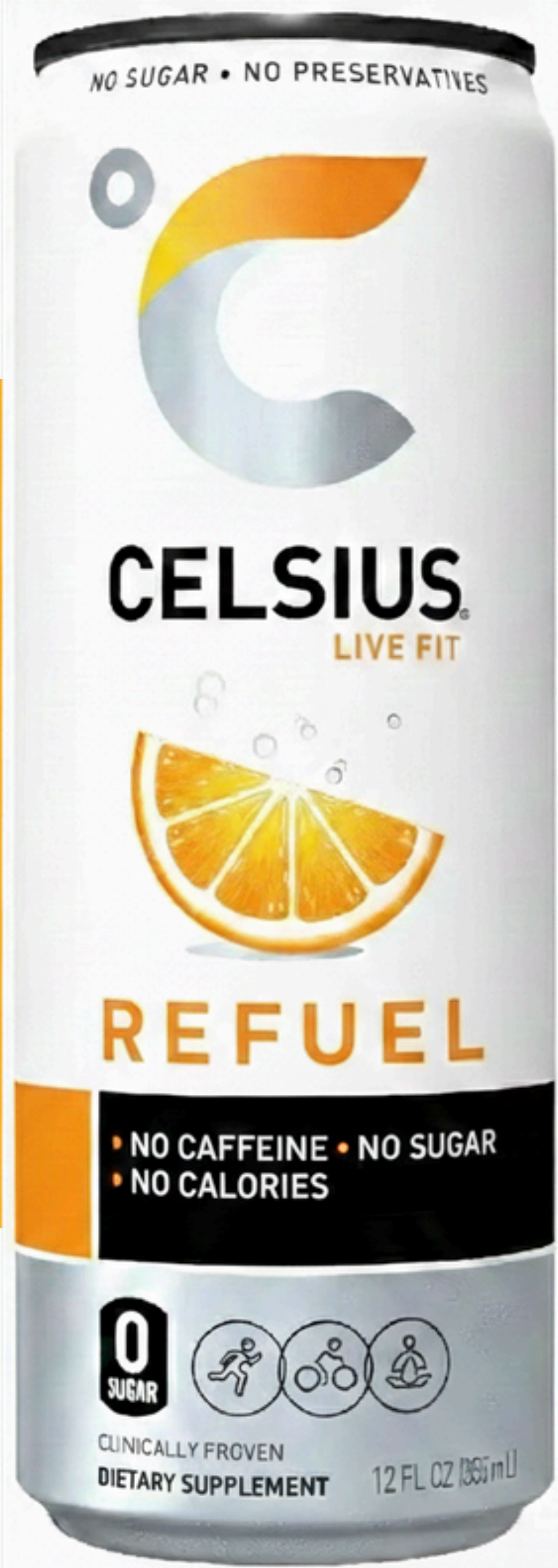
THE LIVE FIT LIFESTYLE

Celsius is a fitness-driven energy drink company focused on supporting athletes and active individuals. Designed to enhance performance and endurance, its beverages are formulated with ingredients like green tea extract, guarana, ginger, and essential vitamins. With no sugar, aspartame, high fructose corn syrup, or artificial flavors or colors, Celsius positions itself as a better-for-you energy option within the performance beverage market.

THE PROBLEM

Many consumers are rethinking high-caffeine energy drinks due to unwanted side effects like jitters, crashes, and sleep disruption. This shift has created a clear demand for a functional beverage that supports hydration and steady performance without relying on caffeine.





THE SOLUTION...

CELSIUS REFUEL

no sugar

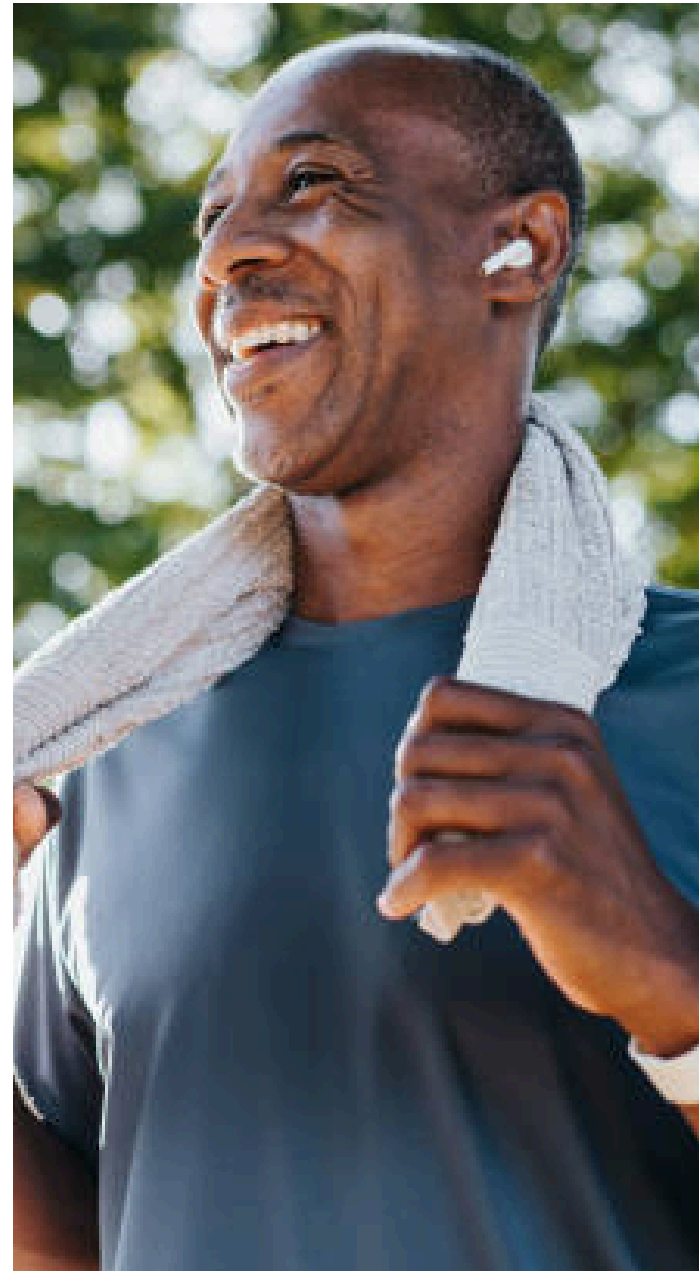
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no caffeine

-

pure hydration

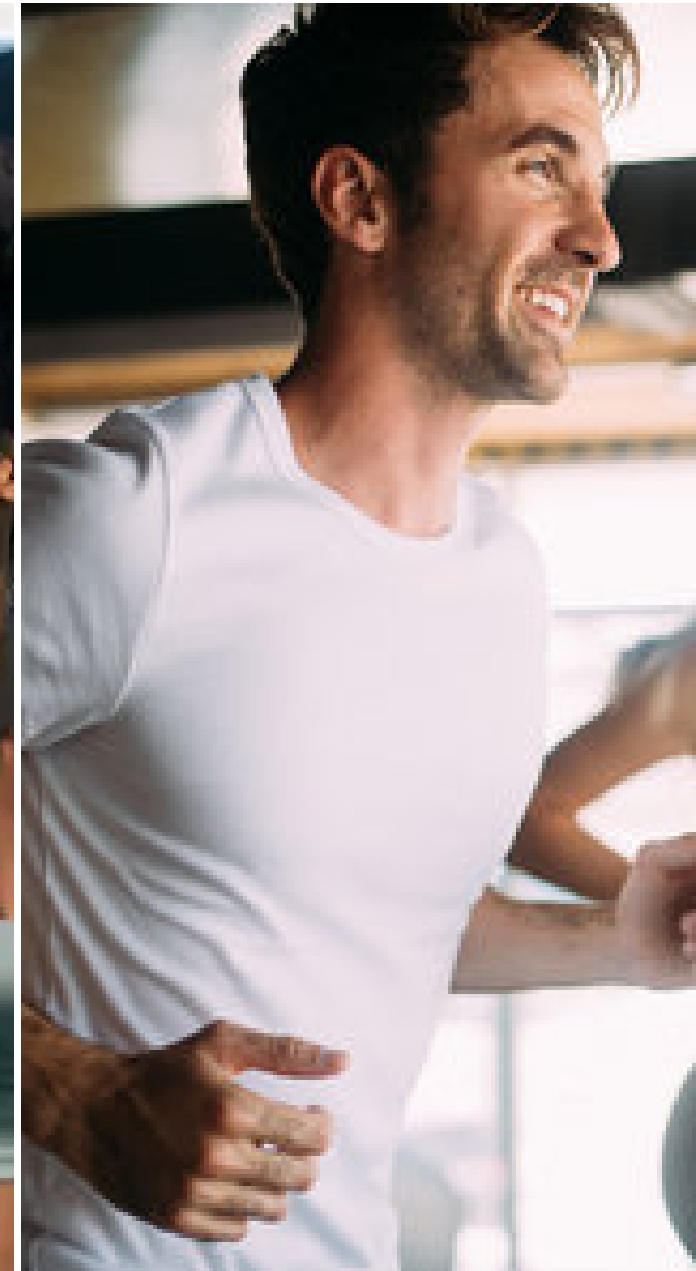
VISION



Health



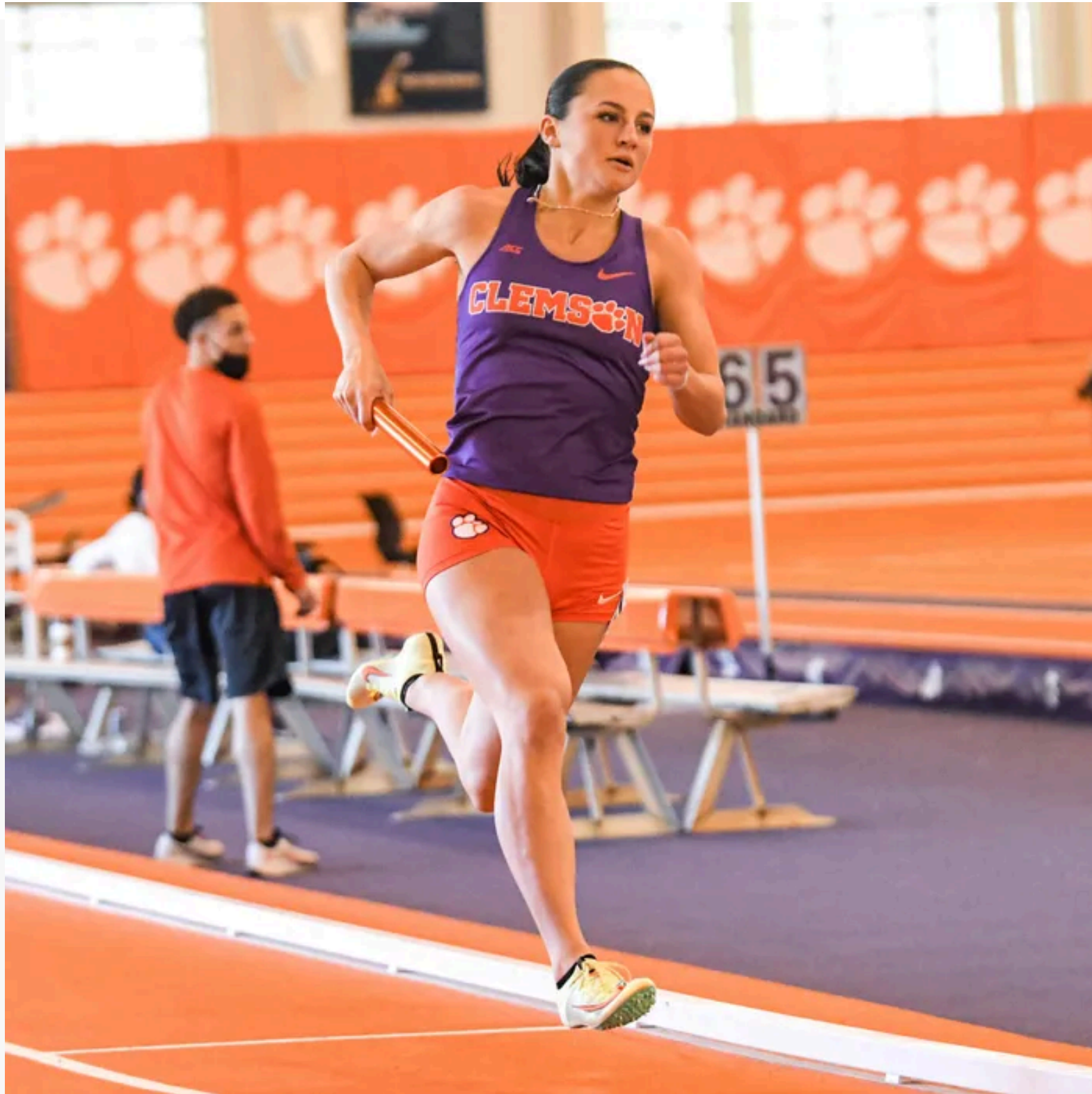
Fitness



Fuel

“LIVE FIT” ➔ “LIVE FUELED”

CONSUMER



MEET LYDIA

WHO SHE IS

- 🏃 20-year-old student athlete on Clemson Track team.
- 🏃 From Connecticut
- 🏃 Highly dedicated to performance, recovery, and health.
- 🏃 Posts Tiktok content about her life as a student athlete.

ABOUT HER

- 🏃 Has POTS condition and is sensitive to caffeine.
- 🏃 Must avoid caffeinated sports and energy drinks.
- 🏃 Stays on top of wellness and fitness trends.
- 🏃 Follows athletes who value wellness on social media such as Masai Russell and Chari Hawkins.

WHAT SHE NEEDS

- 🏃 Caffeine-free sports drinks safe for her health.
- 🏃 Clean products with trustworthy, healthy ingredients.
- 🏃 Hydration that supports endurance and recovery.
- 🏃 Brands that care about athlete wellness.



LYDIA'S CONSUMER JOURNEY

Clemson Track athlete is diagnosed with POTS and can no longer have caffeine.

She struggles to find a clean sports drink without caffeine.

She wants safe hydration that supports her performance and health.

She discovers the new caffeine-free Celsius hydration product through social media.

She buys it at the campus store to use for training and recovery.

She makes it part of her daily routine and identity, recommending it to her teammates.

COMPETITIVE LANDSCAPE



GATORADE FIT

\$3.49 per 16.9 oz

low calorie

low sugar

processing concerns



**BODY
ARMOR**

\$1.40 per 16 oz

low calorie

high electrolytes

high sugar



LIQUID IV

\$1.49 per 10 oz

high sugar

high sodium

only packets

WHY WE WIN...

\$2.09 per 12 oz



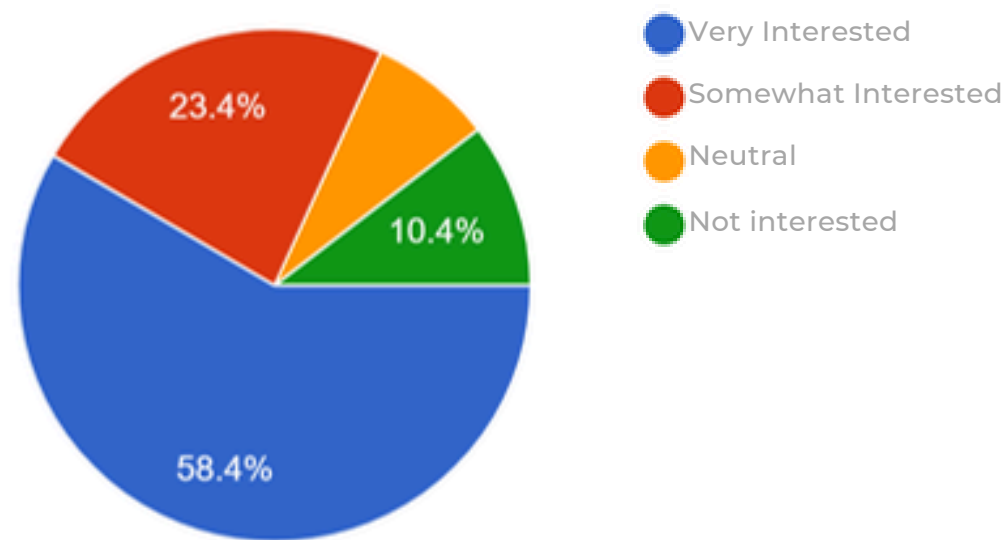
no sugar

no calories

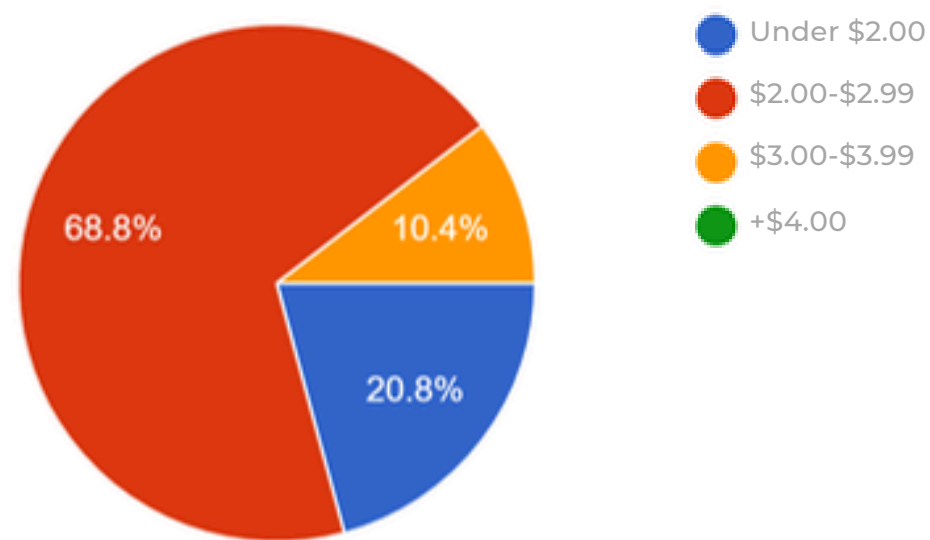
high electrolytes

SURVEY DATA

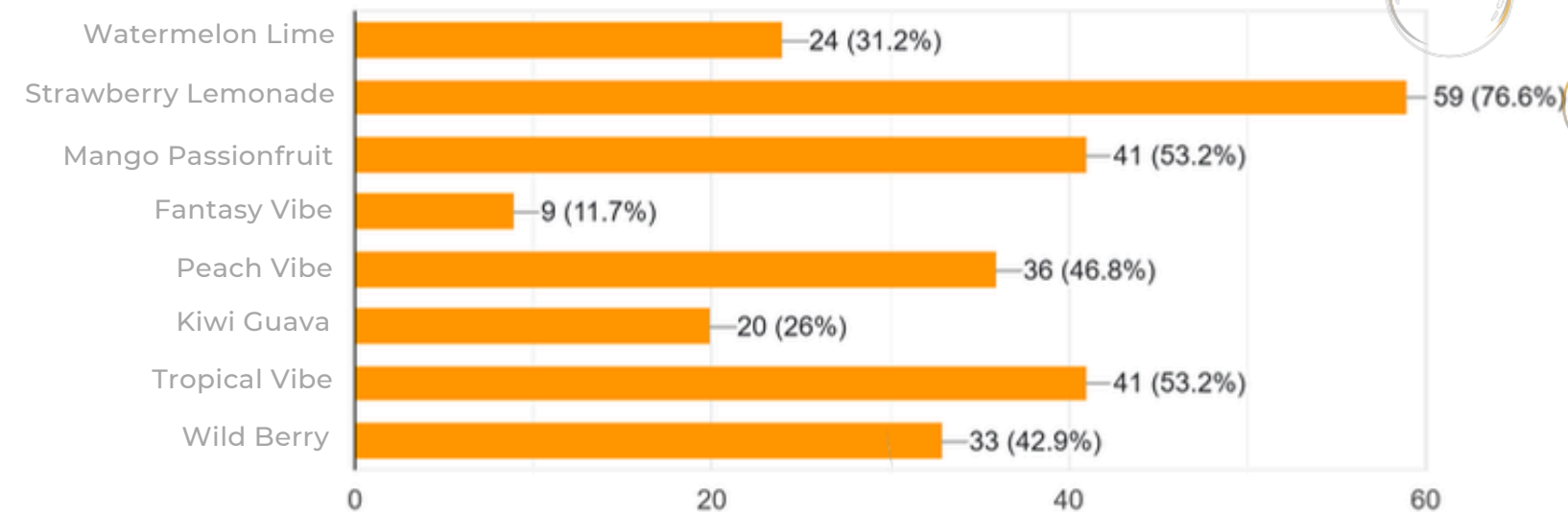
Would you be interested in a non-caffeinated, zero-sugar hydration drink?



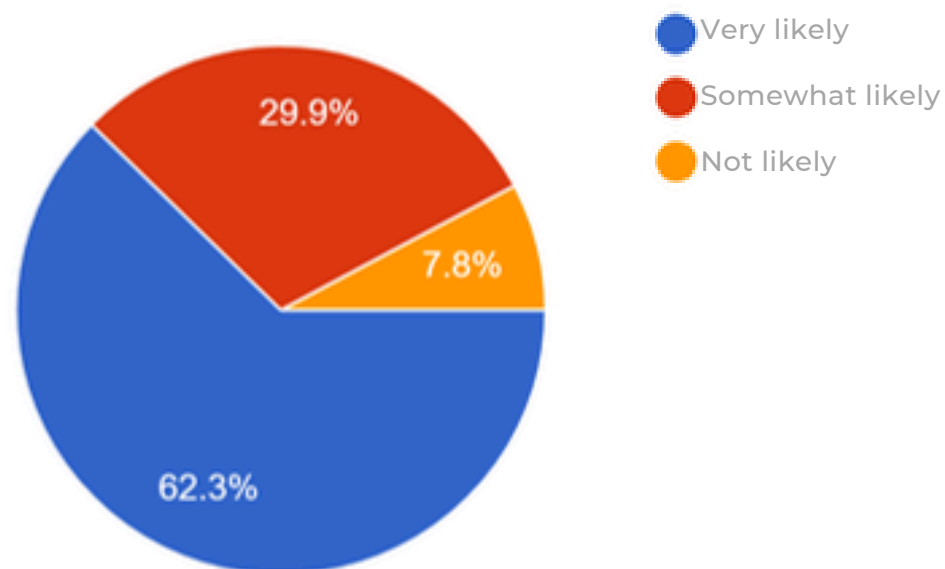
How much would you expect to pay for a 12oz can?



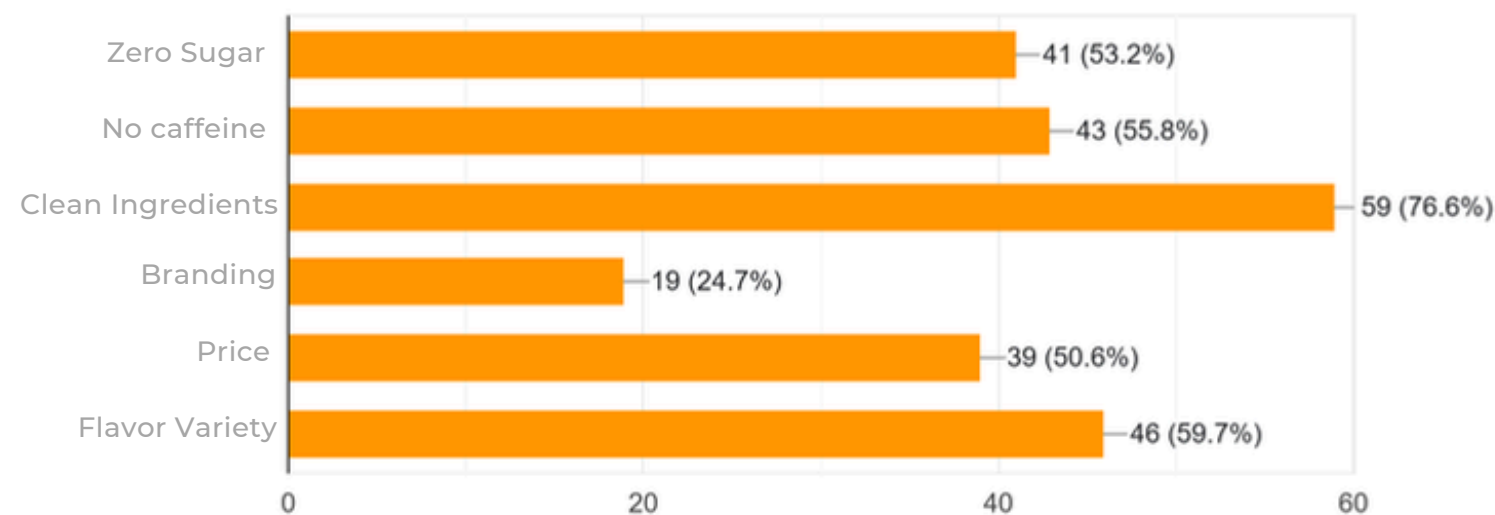
What flavors would you be interested in?



How likely are you to try this product?



What would make you choose this product over others?



Any other flavors you would like to see?



MOCK UP



PRICE: \$2.09
SIZE: 12 FL OZ

MARKET PLACE



Online



In stores



In vending machines

PRODUCT STRUCTURE TIMELINE

Spring Launch
APRIL 2026

- Peach Vibe
- Watermelon Lime
- Kiwi Guava
- Strawberry Lemonade

Summer Flavors
JUNE 2026

- Tropical Vibe
- Wild Berry
- Cherry Raspberry
Lemonade Slushie
- Mango Passionfruit

Fall Flavors
AUGUST 2026

- Lemon Lime
- Fuji Apple Pear
- Orange
- Fantasy Vibe



KEY FEATURES

NO CAFFEINE

**SAME GREAT CELSIUS
FLAVOR**

NATURAL FORMULA

- No Sugar or Artificial Flavors

**B VITAMINS &
ELECTROLYTES**

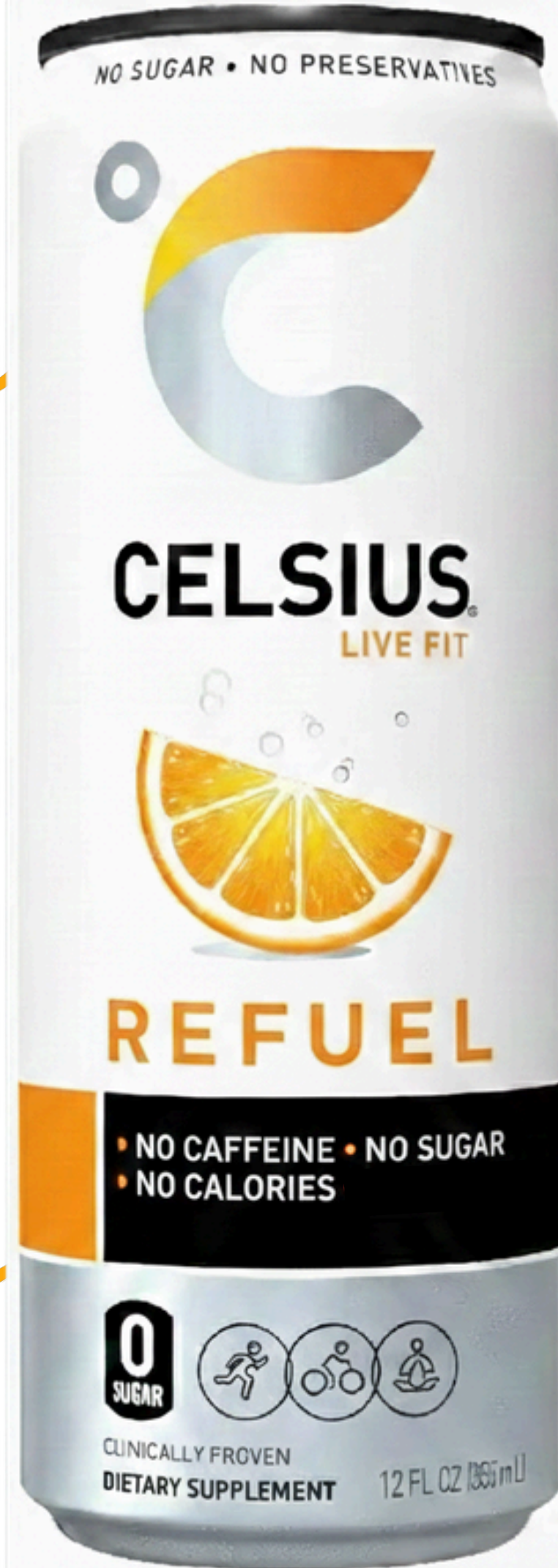
- 1000mg Sodium
- 200mg Potassium
- 60mg Magnesium

SUSTAINABLE PACKAGING

- 100% RECYCLED ALUMINUM
- NO MICROPLASTICS

CLEAN WATER

- CLEAN FILTERED WATER



KEY EVENTS/STORIES TIMELINE



THANK YOU!



CELSIUS.
LIVE FIT

