

## Data Mining & Audience Profiling Report

### I. Brand Story & Positioning

Celsius Holdings Inc. positions its namesake product, Celsius, as the leading “better for you” energy drink for driven, fitness-focused individuals looking to reach their health goals. Centered around its unique MetaPlus Blend and commitment to rejecting artificial flavoring and dyes, Celsius works to represent more than a source of quick energy but instead a fitness aid that holistically fuels the body. The overarching brand narrative Celsius Holdings illustrates its brand as a fitness journey companion that consumers can rely on using to reach peak mental and physical performance (Celsius Holdings, 2025). This narrative aims to position Celsius as the only energy drink brand that is integrated into the fitness community, having a comprehensive understanding of what athletes and health-conscious individuals value.

### II. Target Audience Profiles

From a high-level perspective, Celsius Holdings’ target audience embodies its “Live Fit” brand tagline. However, utilizing secondary market research synthesizes a core target audience profile:

#### 1. Demographics

- a. Age: Primarily aged 18-34 years old (Riebe, 2024).
- b. Gender: Skewed slightly more towards female consumers but popular with all genders.
- c. Income: Higher household income earning \$75K+.
- d. Education: College-educated individuals with either a bachelor’s or master’s degree.

- e. Geography: Primarily in the United States, with a minor audience segment located in Europe (Ridder, 2024).

## **2. Psychographic**

- a. Health-Focused Lifestyle: Conscious of what ingredients they consume and vigilant in avoiding artificial foods and beverages. Primarily seek out organic food brands that emphasize naturally sourced ingredients (Mintel, 2024).
- b. Peak Productivity: Driven individuals who enjoy maximizing their time and daily efficiency. Typically, they seek out products that have multiple uses or benefits.
- c. Exercise & Wellness: Athletically driven individuals that strive to continuously evolve their physical performance. Uses foods and beverages for Functionality over taste.

## **3. Behavior**

- a. Workout Enhancer: Consumes Celsius as a pre-workout energizer because of its claims of physical performance enhancement.
- b. Multitasking Fuel Source: Choses to consume a Celsius daily instead of other caffeine beverages as a source of sustainable energy that also provides holistic benefits.
- c. Influencer-Receptive: Most likely to select an item if previously viewed from a trusted influencer marketing promotion on social media.

## **4. Attitude**

- a. Idolizes Influencer Lifestyle: Favor lifestyle influencers & celebrities and aim to perpetuate their lifestyle, including consuming products endorsed by them.
- b. Rejects Legacy Energy Brands: Distaste for traditional energy drinks that typically have artificial additives. They value wellness-centered beverages that advertises itself as a wellness supplement.

- c. Functionality First: Seeks out Celsius because of its potent benefits rather than its taste or brand image.

## **5. Social Media Practice**

- a. Favors Cross-Channel Campaigns: Campaigns that feature both digital, OOH and in-store activations are most effective to this audience (Feger, 2024).
- b. Frequents Short-Form Content: The most predominate social media platform this audience consumes are platforms that center around short-form content, such as TikTok, Instagram and X.

## **III. Key Themes & Storytelling Analysis**

### **a. “Live Fit”**

- i. This message inspires individuals in any stage of their fitness journey to achieve their daily goals and push past any limits—physically or mentally. “Live Fit” resonates with driven individuals that seek out success in every aspect of their lives and are committed to maximizing every second of their day.

### **b. “Celsius is a Movement”**

- i. This brand theme is meant to establish a sense of community with Celsius consumers, connecting individuals under the common desire to strive for greatness. This theme resonates with the brand’s target audience because of it sparks a similar sentiment of community that athletes and other fitness-focused individuals share within their respective athletic activity.

## **IV. Research Methodology**

In development of this communications strategy, Celsius likely employed the following research methods to collect audience insights:

## **1. Primary**

- a. Qualitative: Qualitative: Focus groups of target audiences (Gen Z and Millennial-aged men and women) that investigated which characteristics of an energy beverage athletes and health-conscious individuals value the most. Besides age, a key characteristic of this focus group would include participants who typically have not purchased energy drinks because of the outdated image of traditional energy drinks, measuring effectiveness of Celsius' strategy of breaking away from the traditional energy drink image.
- b. Quantitative: Utilized social listening tools in athletic and holistic wellness forums and community discourse to identify which aspects of the brand's marketing strategy will align with target audience values. Areas of focus for social listening would have included platforms frequented by Gen Z and Millennial users, such as TikTok, X, Reddit and Instagram.

## **2. Secondary**

- a. Market report on the values of key audiences in the fitness and wellness community.
- b. Consumer analysis report on which health-conscious brands target audiences engage with the most.
- c. Audience segmentation report that identifies emerging audiences that have been overlooked by legacy energy beverage brands.
- d. Competitor analysis on the effectiveness of competitors' messaging and marketing to audiences that overlap with Celsius' key audiences.

## **V. Research Questions**

To further mine audience insights, Celsius could explore the following research questions:

1. What are new wellness trends emerging in the fitness community among Gen Z and Millennials? Is there any concern that some ingredients in Celsius could be viewed as unhealthy in the future?
2. Are there any overlooked audience segments in the energy beverage market that Celsius could reach through storytelling? If so, how can Celsius illustrate that its values align with this audience segment?
3. What are the current values of older Gen Alpha audiences involved in the fitness community and how can Celsius adapt its storytelling to maintain future relevancy with this new generation?

## Works Cited

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