

MONSTER ENERGY PRESENTS

WHITE NOISE



NO DISTRACTIONS. NO SUGAR. JUST WHITE NOISE.

WHO WERE FUELING



Name: Max

Age: 22

Bio: 3rd year kinesiology student. Gym is therapy. Always sipping White Monster before a push day.

Location: Burlington, Ontario

LIFESTYLE

- Trains 5–6x/week
- Follows GymTok and fitness influencers
- Tracks macros, wears a lifting belt, has a 'leg day' playlist
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ENERGY PREFERENCES

- Chooses zero sugar energy drinks
- Avoids high-calorie pre-workouts
- Loves the clean taste and branding of White Monster
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MEDIA HABITS

- TikTok, IG Reels, and YouTube Shorts
- Engages with GymTok memes and form breakdowns
- Follows creators like Jesse James West, Noel Deyzel, Lexx Little
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MOTIVATIONS

- Wants to look good, feel strong, and stay locked in
- Seeks validation from gym PRs + community hype
- Associates White Monster with peak training mode

HOW WE MAKE NOISE

SOCIAL MEDIA DOMINATION

Platform-first content targeting GymTok and Gymstagram

- TikToks of lifters cracking open White Monster pre-lift
- Reels showing gritty gym sessions + White Monster edits
- Hashtag campaign: #WhiteNoiseMode to fuel community hype

IN-GYM TAKEOVERS

Bring the energy to where it matters most

- White Monster mini-fridges in high-traffic gyms
- Branded chalk buckets and mirror decals
- White Monster wraps around squat racks or deadlift platforms

INFLUENCER COLLABS

Gym creators = campaign fuel

- Partner with fitness creators like Noel Deyzel, Sam Sulek, and Jesse James West
- Branded workouts, "What's In My Gym Bag?" promos, and challenge videos
- Cross-promotion on TikTok, YouTube, and Instagram Reels

LIMITED-EDITION MERCH DROP

Push lifestyle. Create demand.

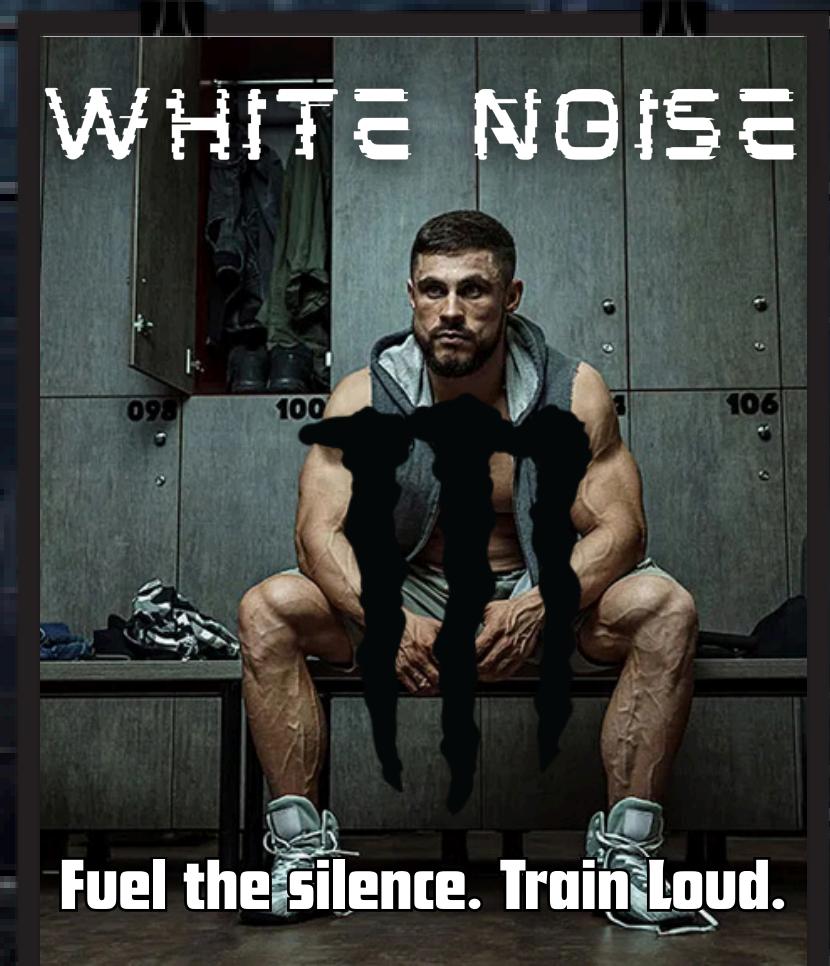
- "White Noise" lifting straps, oversized tees, and shakers
- Free with purchase at select stores or exclusive online
- Drops promoted only via GymTok and Monster Energy email blasts

VISUAL MOCKUPS

SOCIAL MEDIA



IN-GYM POSTER



LIMITED MERCH



PROJECTED IMPACT

CAMPAIGN GOALS

Increase White Monster sales by 20% in fitness-focused regions across Canada and the U.S.

Reach 5M+ views on GymTok through influencer collabs and hashtag activation (#WhiteNoiseMode)

Generate 100K+ campaign engagements across TikTok, Instagram, and YouTube Shorts

Distribute 10,000+ units of White Noise merch via exclusive drops and gym giveaways

SUCCESS METRICS

Boosted brand awareness and favorability among 18–30-year-old gym-goers

Influencer content saves, shares, and high CTRs to Monster campaign pages

Organic user-generated content using #WhiteNoiseMode

Sales lift in gym-based retail placements (ex: convenience fridges, gym cafés, vending machines)

THE GYM ISN'T JUST A PLACE.
IT'S A MINDSET. A ROUTINE. A
RITUAL.

WHITE MONSTER HAS ALREADY
BECOME THE FUEL FOR DISCIPLINED
LIFTERS, AND WITH WHITE NOISE,
WE'RE TURNING THAT LOYALTY INTO
A FULL-BLOWN MOVEMENT.

NO DISTRACTIONS.
NO SUGAR.

JUST WHITE NOISE.
LET'S MAKE NOISE TOGETHER.