

 **PROJECT NAME:** "Neon Rush" – Energy Drink Soft Launch (Phase 1??)
(Internal Ref: MRKT-Q1-NEON)
Brand / Client: PulseWave Beverages
Product: Neon Rush – Zero Sugar Energy Drink
Region Focus: Tier 1 Cities (NYC, LA, Chicago) + test market in Austin

 **TARGET (Not Final – Needs Validation)**
Age Range: 18–35 (maybe extend to 40 depending on TikTok performance)
Audience Types:
Gamers (PC + Console)
Night-shift workers
Fitness enthusiasts (early morning crowd)
Behavior:
Heavy social media usage
Late-night consumption patterns

 **CORE MESSAGE IDEAS (pick 1 or hybrid)**
"Power Past Midnight"
"Zero Sugar. Maximum Charge."
"Stay Lit Without the Crash"
⚠ Might need A/B testing across platforms.

 **TIMELINE (Tentative)**
Creative Draft Deadline → Feb 10, 2026
Internal Review → Feb 13–15
Soft Launch → Feb 18
Full Campaign Push → March 1
NOTE: Influencer contracts may delay rollout by 3–5 days.

 **KPIs / SUCCESS METRICS**
Primary:
App installs: 20K
Email signups: 12K
Secondary:
CTR > 2.8%
Video Completion Rate > 35%
Stretch Goal:
5% conversion from landing page traffic

 **BUDGET BREAKDOWN (Approx.)**
Total Budget: **\$75,000**
Influencers → \$28,000
Paid Ads → \$32,000
Creative Production → \$10,000
Contingency Buffer → \$5,000
(Still waiting on finance approval)

 **CREATIVE DIRECTION (Rough Notes)**
Visual Style:
Neon colors (purple + cyan preferred)
Dark backgrounds
Motion blur effects
Must Include:
Product can close-up
Energy pulse animation
Sound effects for TikTok/Reels
Avoid:
"Gym bro" stereotypes
Overused lightning effects

 **CHANNEL PLAN**
Priority:

TikTok (Short-form video)
Instagram Reels
Secondary:
YouTube Shorts
Twitch pre-roll ads (experimental)

 **DELIVERABLES LIST (Draft)**
6 short-form videos (15–30 sec)
4 static ad creatives
2 landing page hero banners
Email header design

 **CONTACTS / OWNERS**
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 **OPEN ISSUES / TO-DO**
Finalize slogan
Confirm influencer shortlist
Legal approval for health claims
Update packaging mockups
Landing page copy still missing