

 **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

Marketing Lead: Jason Reed

Email: j.reed@pulsewavebev.com

Phone: +1-555-884-2211

Creative Manager: Lina Torres

Slack: @lina.creative

⚠ OPEN ISSUES / TO-DO

- Finalize slogan
- Confirm influencer shortlist
- Legal approval for health claims
- Update packaging mockups
- Landing page copy still missing