



## CASE STUDY#4

### NIL PARTNERSHIP

### CASE STUDY INSTRUCTIONS

1. Read/review the case study with your team (student group or class)
2. Review the evaluation criteria.
3. Create a response to the case study.
4. Be sure to include a team name, the names of team members (or class period if an entire class is participating), and the school and teacher's name.

**IMPORTANT NOTE:** Your written entries are limited to no more than two pages.

**If you wish to include any supplemental material to support or enhance your written work, no more than four (4) PPT slides (or graphics or images) will be accepted.**

**DUE DATE: APRIL 19TH**

All "NIL" case study entries must be submitted by April 19th, no later than 3:00 PM PST.



### BACKGROUND

Celsius, maker of a popular line of energy drinks, was launched in Sweden in 2009. Positioning the brand as a product that could help consumers lose weight, the company initially struggled to grab market share.

However, the brand took off after repositioning its products as a healthier alternative to traditional energy drinks and shifted its target market to fitness and wellness-focused consumers. In 2017, Celsius sold \$36 million of its product. By 2021, sales surpassed \$300 million, and Celsius reached \$1 billion in sales in 2023.

### THE SCENARIO

You own a sports marketing agency representing college athletes, and Celsius has come to you to build a marketing campaign. The company aims to expand its reach by leveraging student-athlete influence and reach.

### YOUR CHALLENGE

Your challenge is to create a national NIL campaign for Celsius Energy Drinks, leveraging collegiate student-athletes to help the brand continue its growth through product sales and consumer engagement.

Your agency must also ensure that all NIL activations comply with NCAA regulations and guidelines governing student-athlete brand relationships.



## CASE STUDY REQUIREMENTS

You must develop and submit a NIL marketing strategy for your client (Celsius) to review. Your report must include, at a minimum, the following information:

- Description of any promotion and NIL activations, including the name(s) of any student-athlete partners for this campaign
- Explanation of why the plan must comply with NCAA regulations and guidelines
- Details on how the campaign will boost engagement and increase sales, including a plan for measuring and evaluating results
- Sample social media activation
- Create sample content showcasing student-athlete partners using the product

## EVALUATION CRITERIA

Your case study entry will be evaluated based on the following criteria:

- Demonstration of an understanding of key sports business concepts: NIL, brand endorsement, and activation
- Strategy: How realistic is the campaign, and how might the execution deliver results for the client (Celsius)
- Recognition of the importance of the campaign's compliance with NCAA rules relating to NIL
- Creativity: How might your NIL campaign be unique and stand out in an increasingly cluttered landscape of brands aligning with college athletes?

The team that wins this year's case study tournament will demonstrate a fundamental understanding of key concepts from the textbook outlined above while creating an NIL campaign to help the client (Celsius) achieve its marketing goals and objectives.