

LOCKED IN.



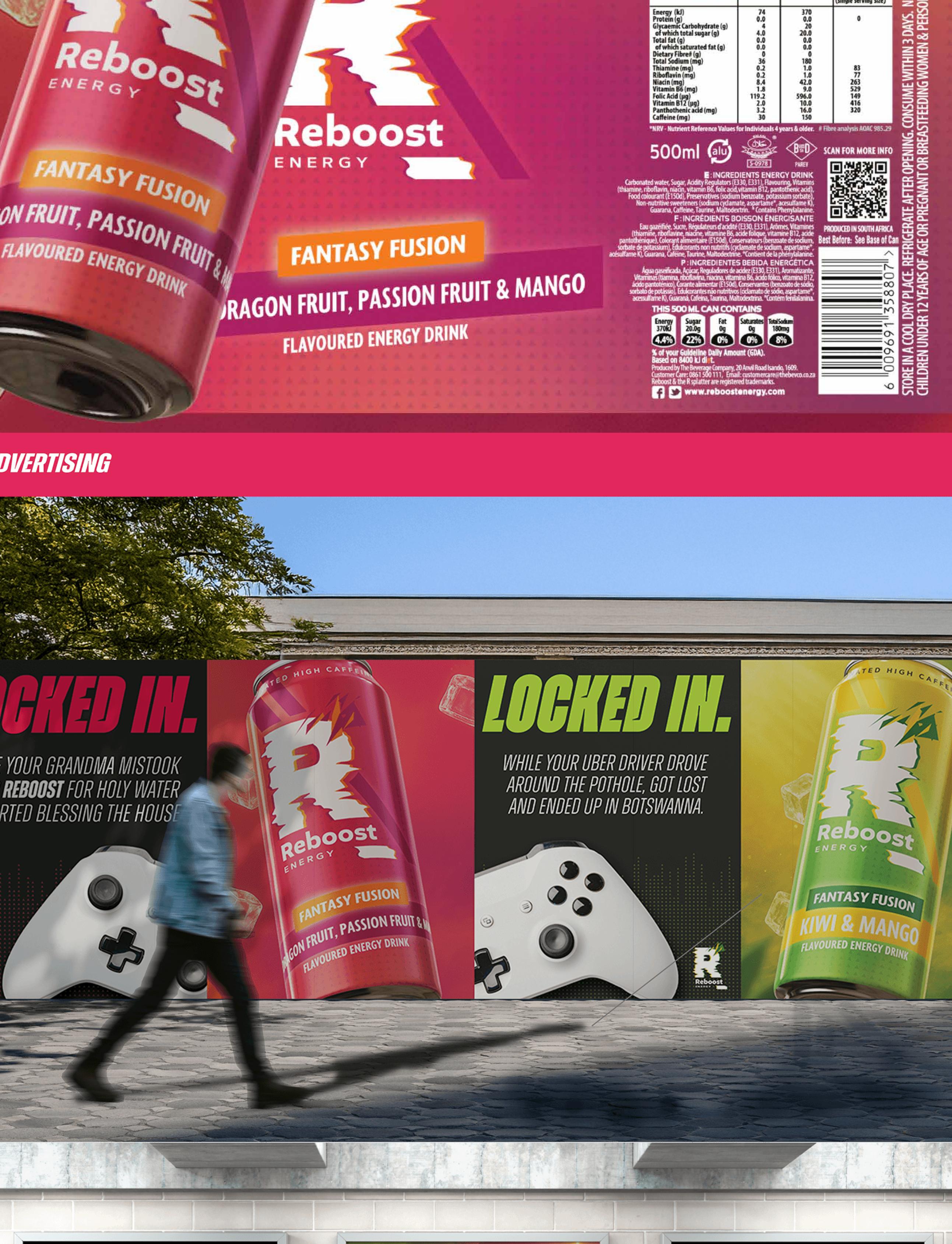
PROBLEM OBJECTIVE

To shift the perception of energy drinks from chaotic and overstimulating to a focused fuel that supports immersive gaming experiences.

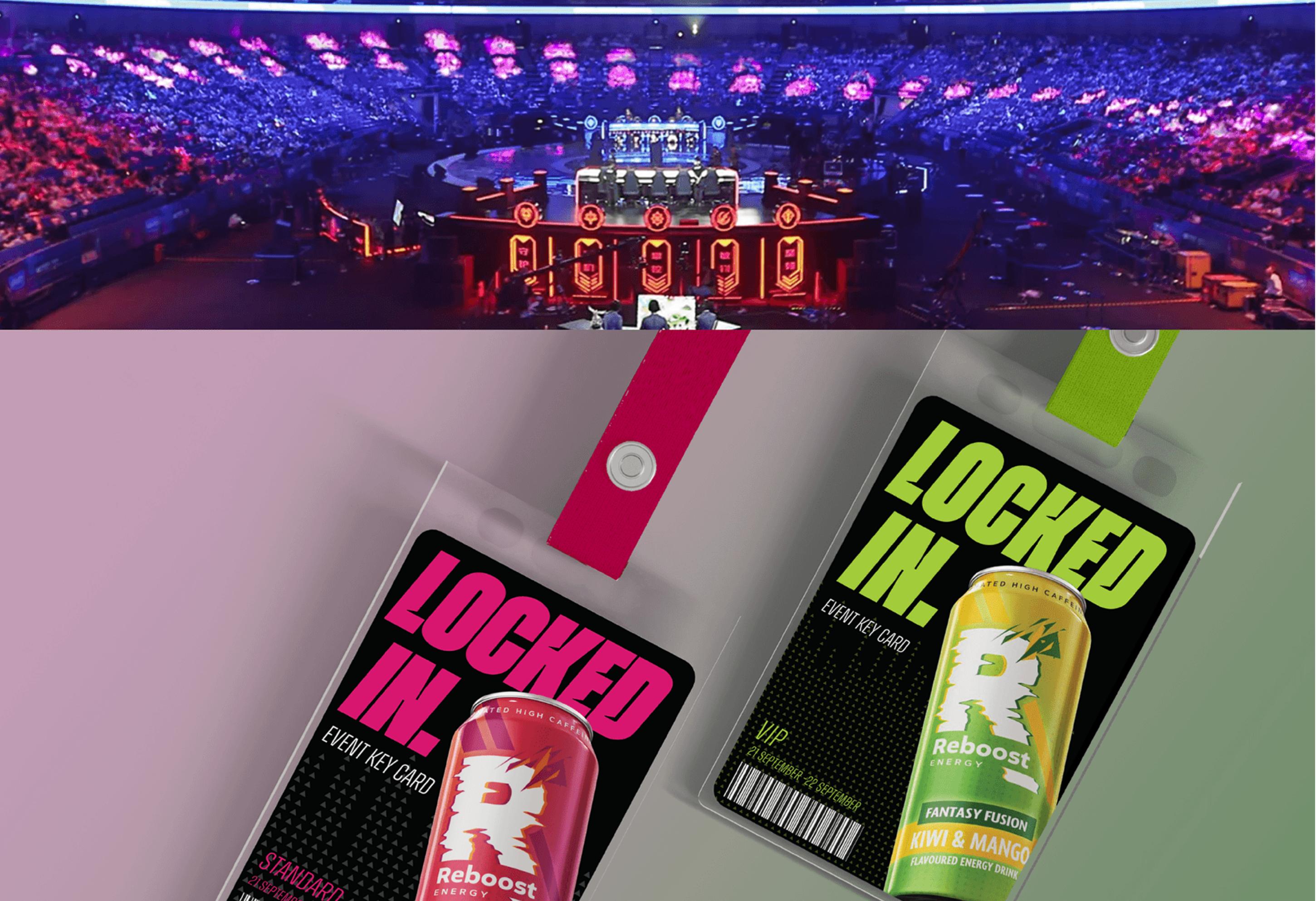
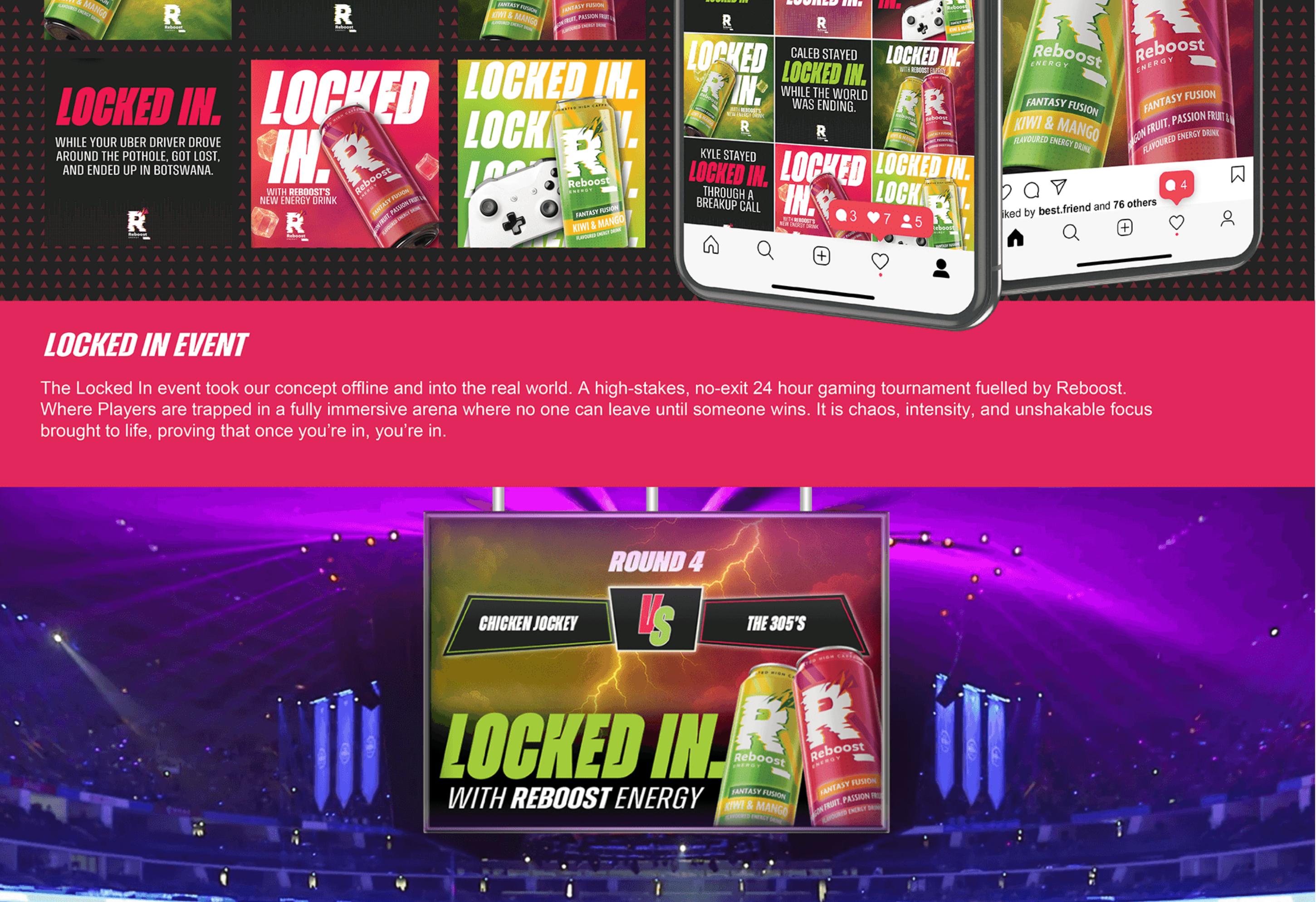
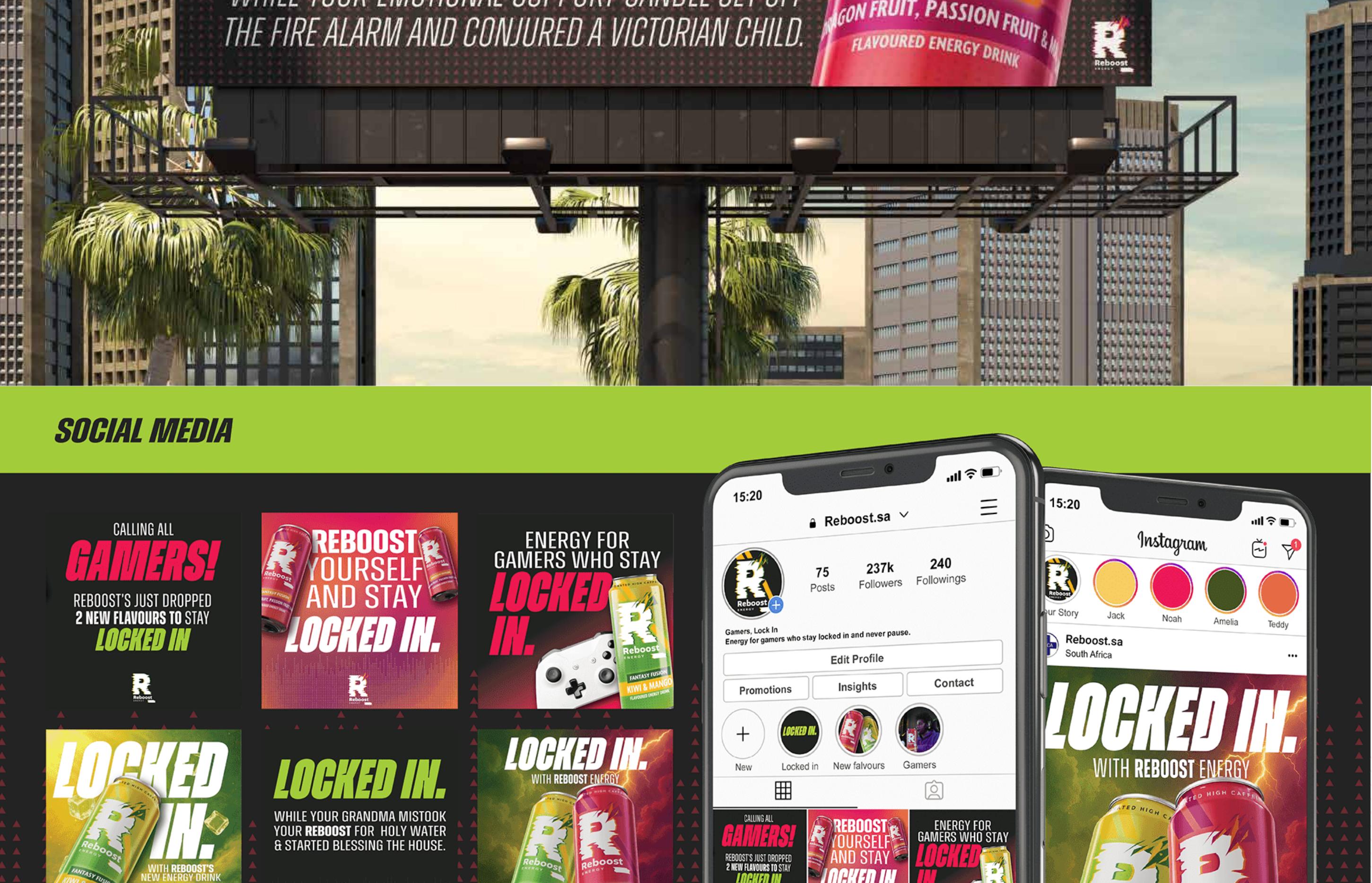
CONCEPT SOLUTION

Locked In positions Reboost as the ultimate focus-fuel for gamers, turning their obsession with immersion into a badge of honour through bold storytelling, absurd scenarios, and unapologetic energy.

PACKAGING



ADVERTISING



SOCIAL MEDIA

