

There's a love hate relationship with mornings. Some days we love it, and some days it is just a little bit difficult to love it. But it is undeniable how important mornings are in determining the rest of our day.

That's why there's thousands of articles online about things you can do to set your mornings right: eat breakfast, go for a run, meditate, take a cold shower, plan the day ahead.

Vega drinkers are all about that. They are on top of things. They want to make the most out of their day, in the most effective and healthy way possible.

Because we don't just wake up. We rise.

A woman with dark hair in a ponytail, wearing a blue tank top and black leggings, is running on a light-colored gravel path. In the background, there is a body of water, a city skyline, and large mountains under a hazy sky. A white square frame is superimposed over the image, containing the word "RISE" in large, white, sans-serif capital letters.

RI
SE

vega



Above: Sample social media images

Rise above. Rise to greatness. Rise to the challenge.

Rise is a powerful word, associated with greatness and ambition. Let's show how Vega can bring out the best in us by helping us start our day right.

Social Media

Powerful motivating images featuring people who are starting their day right with Vega - whether it be exercising, meditating, or going for a quick surf. Images can be cinemagraphs to create movement and energy.

We can engage audience by asking the question: how do you rise? Along with featuring influencers or entrepreneurs and their morning routines /vega recipes.

Video Content

Short and snappy social media videos showing timestamps. e.g. 5AM wake up / 6AM surfing on the beach / 7.30AM shower and ready for work / HOW DO YOU RISE?

Longer video (30s) a tribute to mornings. In a similar tone of Apple's "Here's to the Crazy Ones" - but for mornings.