

ALL DAY
vitality

How was All Day Vitality born? Its founder was playing pickleball in Florida, got a cramp, and nearly passed out from the heat. That's how the idea came about: a product line made specifically for pickleball players — bars, electrolytes, and no more cramps.

We decided to claim two things: a recognizable ball character, and pickleball's own vocabulary — dink, drop, drive, kitchen. That's how the SKUs Citrus Slice, Dinkberry, and Mixed Melon came about, with Dink. Drop. Drive. Play. as the new brand's tagline.

The high-contrast ALL DAY logo with its bold black shadow reads well on any background, and the graph-paper grid keeps the composition dynamic.

Together with All Day, we ran an A/B test on PickFu. Seventy-one percent picked All Day Vitality out of the Amazon search results as the product they'd buy before their next match. We're not first in the results, but we're the one people remember best.





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**ELECTROLYTE
DRINK MIX**
DIETARY SUPPLEMENT
NET WT 0.22 OZ (6.28 G)

PINKBERRY

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**ELECTROLYTE
DRINK MIX**
DIETARY SUPPLEMENT
NET WT 0.27 OZ (7.75 G)

CITRUS SLICE

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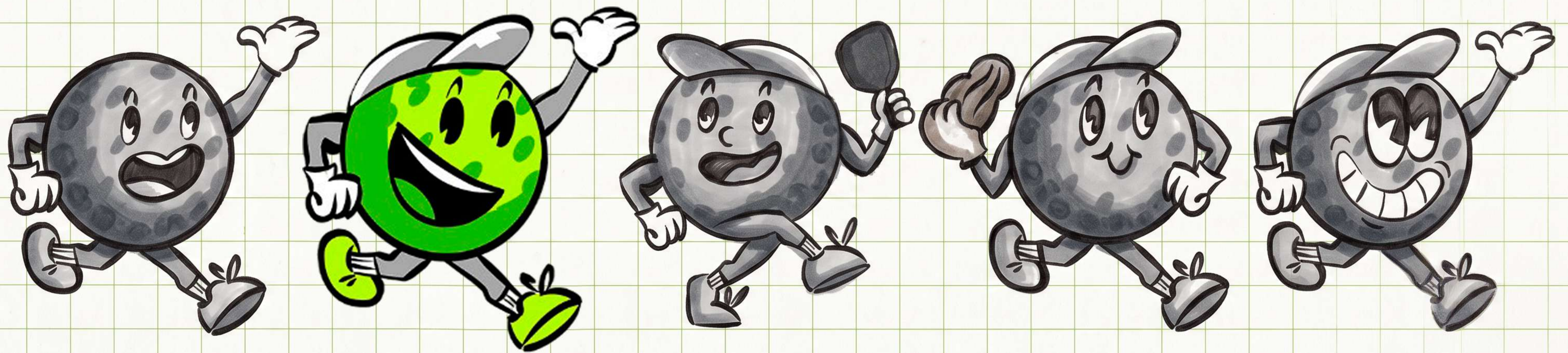
**ELECTROLYTE
DRINK MIX**
DIETARY SUPPLEMENT
NET WT 0.20 OZ (5.8 G)

MIXED MELON

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**ENERGY
BAR**
DIETARY SUPPLEMENT
NET WT 0.99 OZ (28 GR)

PEANUT BUTTER









**DREAM
DINKING**



ALL DAY
vitality



**DINK DROP
DRIVE PLAY**



**DREAM
DREAM
DREAM**

**OF DINKING
OF**