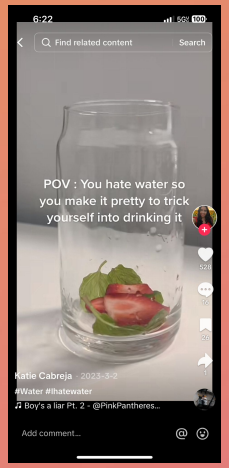
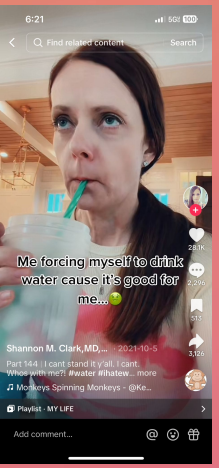
GATORADE
BRIEF

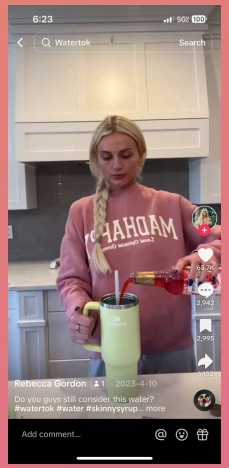


THE PEOPLE HAVE SPOKEN:











space! @spaceduuurg · Apr 2, 2023

damn **water needs flavor** .



Harley 💔 **EDtwt** @TrueLoveHQ · Oct 18, 2023

Is there anything I can add to **water** to flavour it Plain **water is so boring** 😭

1 1



I.A 🥷 @IbkAdemoye · Aug 1, 2023

Water is so boring to drink

3 3 466



jenni howell 🤠 **BOYS WITH SHARP TEETH** @howlsmovi · Feb 21, 2023

why **is water so BORING**

4 2 6 723


WATER IS
BORING.
CHRIS
EMMA
DREW

INSIGHT:

We all need to stay hydrated but water is so plain and boring, so we crave ways to add flair to our hydration, like flavor and color

---

BRIEF:

Show Gen Z and Millennials that with Gatorade you don't need to settle for plain water. Gatorade adds flair to your hydration with colors and flavors you love.

Feeling _____?
Don’t drink clear.

Feeling _____? Don't drink clear.

When we're feeling...







we don't turn to water, we turn to something with flair that matches or settles our mood, so going to create a campaign that highlights the Gatorade color that matches your mood. If you're feeling green, drink green, not clear.

PHASE 1
PRE-LAUNCH:
TEASE THE CAMPAIGN WITH RUMORS OF THE CORRELATION BETWEEN MOOD AND GATORADE COLORS/FLAVORS ON REDDIT AND TIKTOK

Phase 1- Reddit



u/Glass-Educator-136 • 1 min. ago
Glass-Educator-136

NEW THEORY: EACH GATORADE FLAVOR MATCHES A MOOD

After extensive testing, I have a new theory: Each Gatorade color/flavor correlates with a mood. Like when I'm sad and I drink blue I feel better. When I'm angry and I drink red, I somehow feel better, etc. IDK what it is but every flavor goes with a mood, I'm telling you! Try it yourself and lmk if you agree.

1 0 Share

u/Glass-Educator-136 • 1 min. ago
Glass-Educator-136

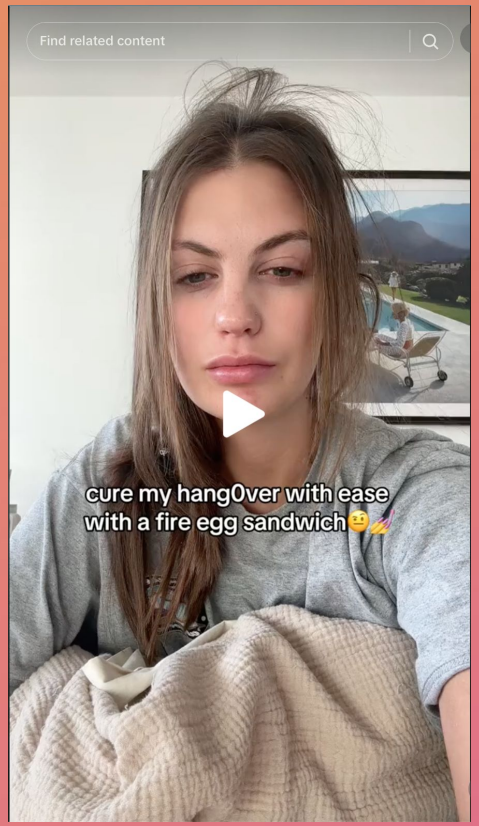
SOMEONE EXPLAIN THE SCIENCE BEHIND THIS

Someone explain the science behind this? every time I'm hungover or sick and drink Gatorade, the GREEN GATORADE SAVES ME, no other color or even water makes me feel better. only the green one. Like I'm feeling green so I'm drinking green and it cures me.

1 0 Share



Phase 1- TikTok Influencers

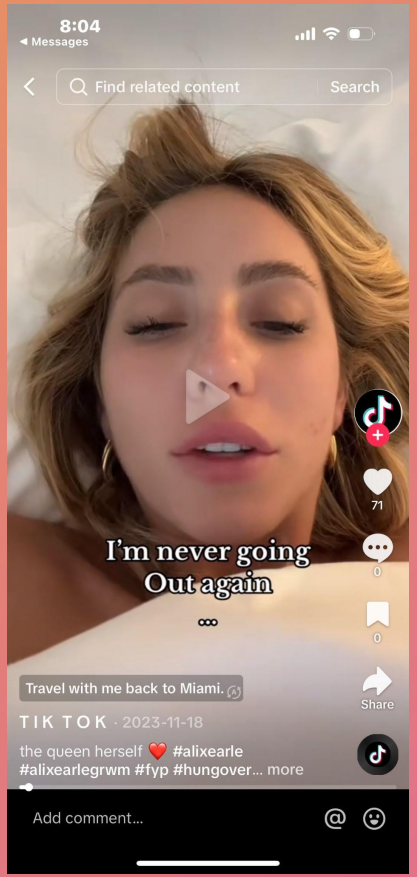


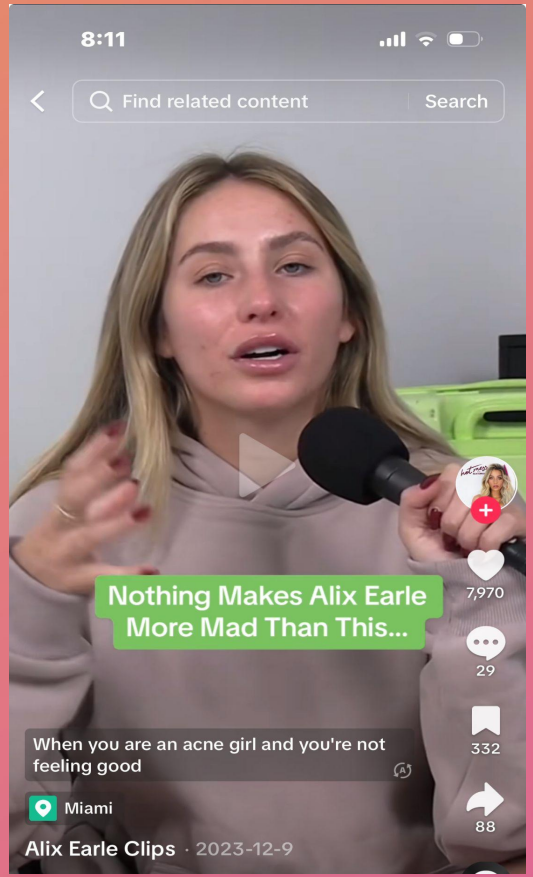


Partnership with influencer [@OkCallie]

- Cure my Sunday Blues with ease with a Blue Gatorade
  - “Nothing cures my blues like a blue Gatorade”
- Cure my hangover with ease with a Green Gatorade
  - “Something about the Green Gatorade specifically cures my hangovers”

Phase 1- TikTok Influencers





Partnership with influencer [Alix Earle]

- Cure my hangover Sunday's with a bagel and a Green Gatorade
  - "Green Gatorades are the only thing that keep me alive on a Sunday"

- Help the angry emotions with a Red Gatorade
  - "There's nothing better than drinking a Red Gatorade when you're pissed off"

PHASE 2
LAUNCH THE COLORS

LAUNCH A CAMPAIGN ACROSS SOCIAL PLATFORMS WHICH CORRESPONDS GATORADE COLORS WITH A MOOD

Phase 2- Launch the colors







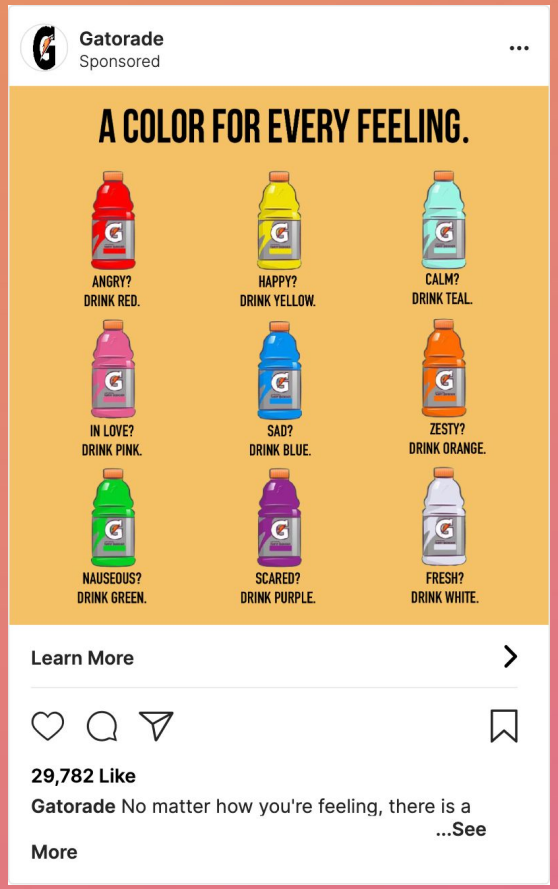
Phase 2- Launch the colors







Phase 2- Launch the colors



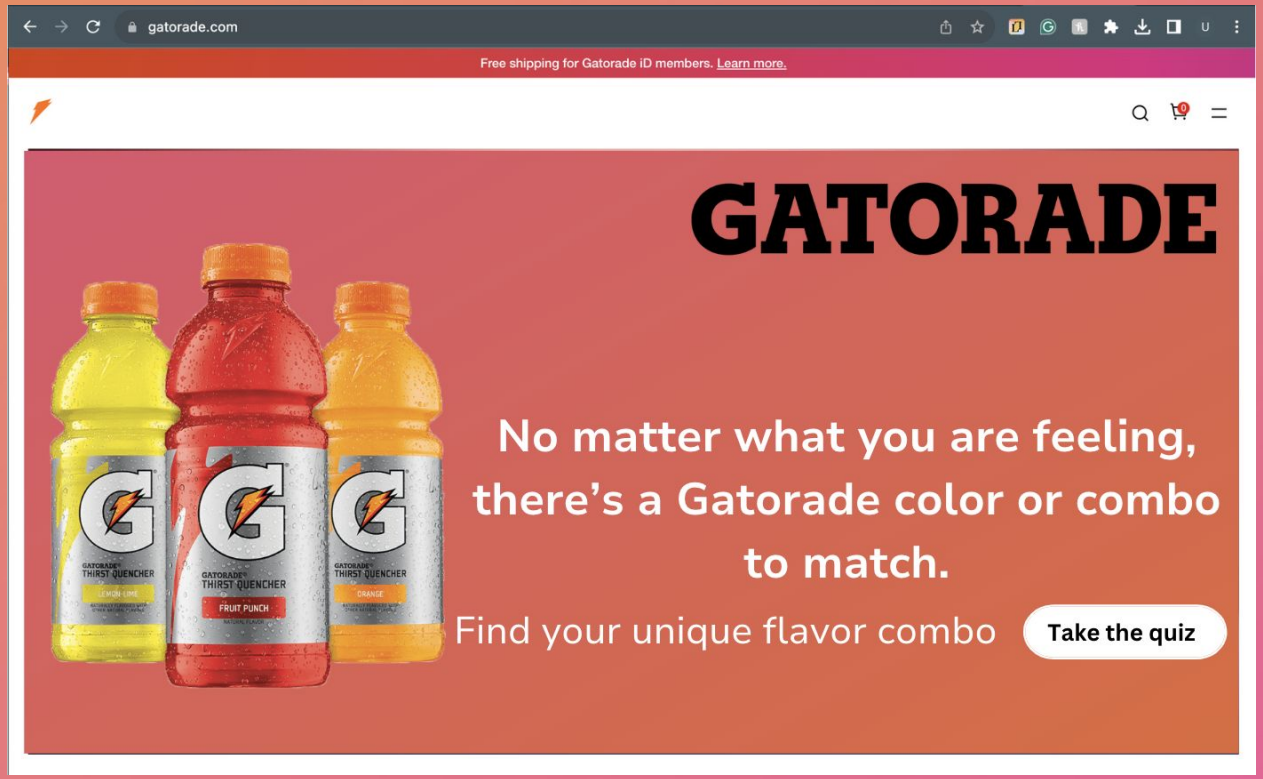


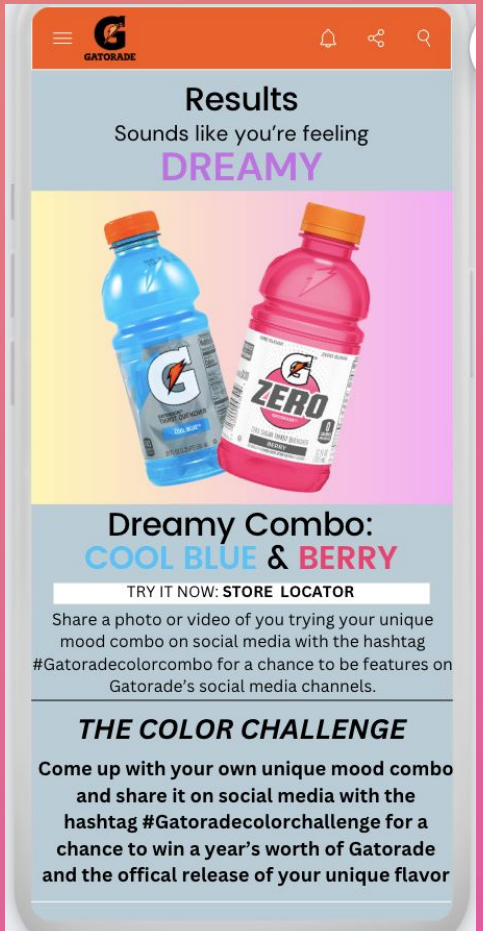


PHASE 3
LAUNCH THE COLOR CHALLENGE

LAUNCH THE CAMPAIGN ACROSS SOCIAL PLATFORMS AND ON THE GATORADE WEBSITE WITH A COLOR QUIZ AND COLOR CHALLENGE

Phase 3- The color Challenge

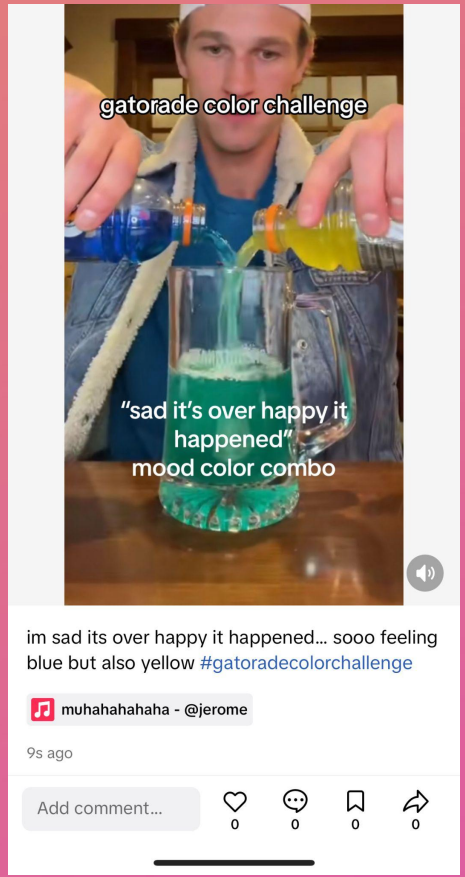




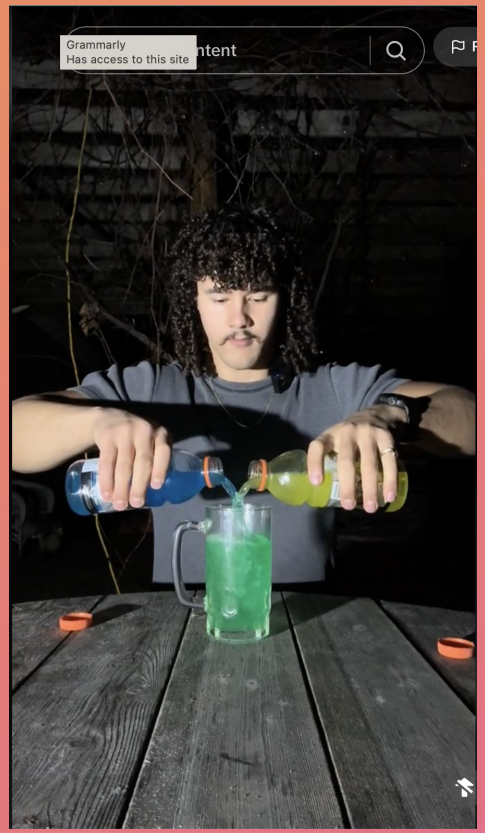
Phase 3- The color Challenge



Come up with your own unique mood combo and share it on social media with the hashtag #Gatoradecolorchallenge for a chance to win a year's worth of Gatorade and the official release of your unique flavor



Phase 3- The color Challenge





Partnership with influencer [Jacob Kalashnikoff]

- Taking the challenge and asking others to join the challenge

Phase 3- The color Challenge





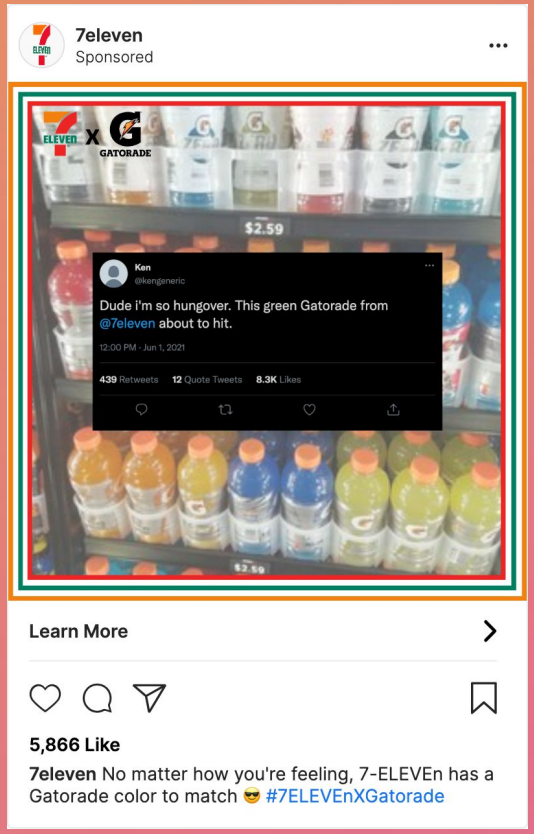
Partnership with influencer Jalen Franko

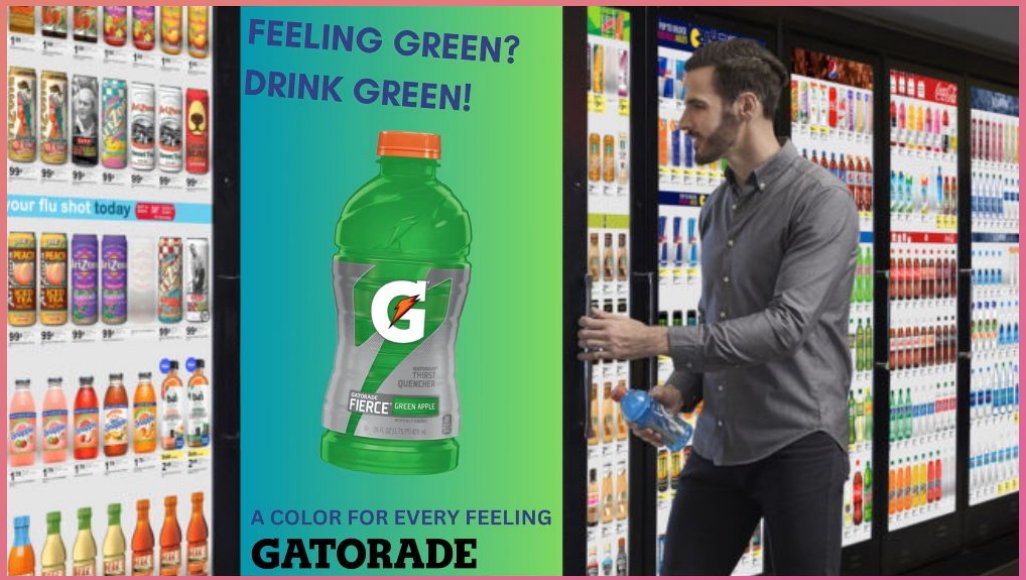
- Taking the challenge and asking others to join the challenge

PHASE 4
PARTNER WITH GoPuff & 7-Eleven

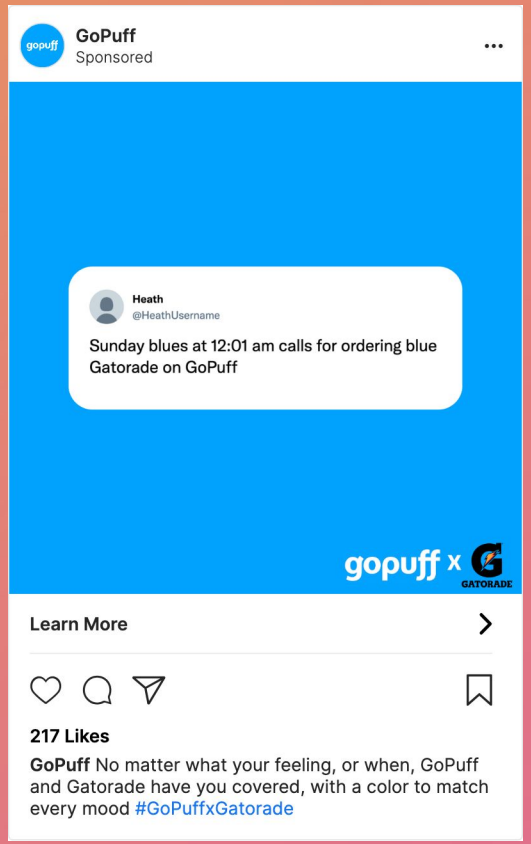
Gatorade mood pairings + In-store displays promoted via Instagram and the GoPuff app

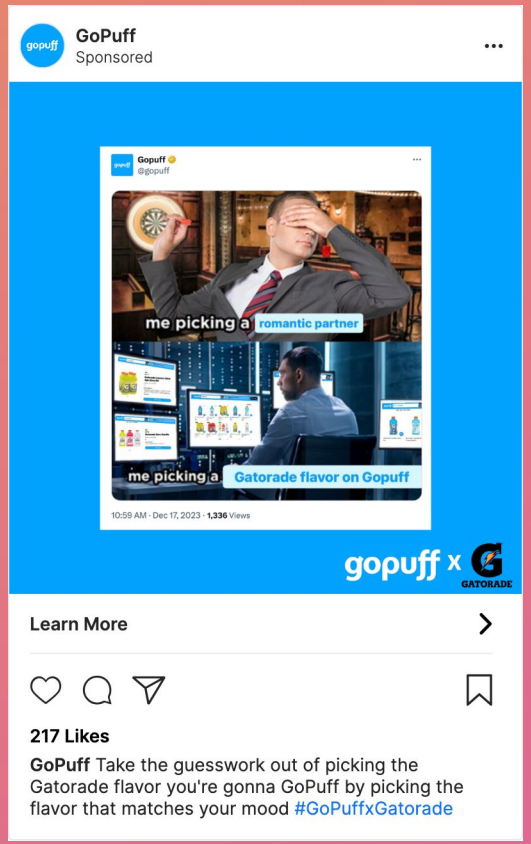
Phase 4- Partner with 7-Eleven

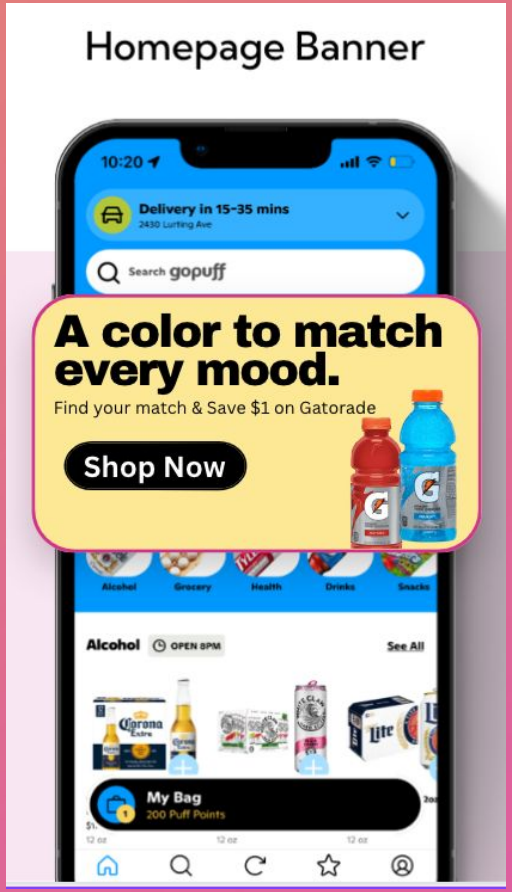




Phase 4- Partner with GoPuff









THANK YOU!

WHAT:

- To prove to consumers that Gatorade can be drank many other times and be used during, before or after other activities to keep consumers hydrated or rehydrate them.

WHY:

- Gatorade is only portrayed as a sports drink
- Drinking Gatorade can be seen as beneficial through a lot of scenarios outside of sports

WHO:

Gen Z and Millennials (16 – 35-year-olds)

- They are always on the go (i.e. constantly going from place to place)
- Extremely social hanging out with multiple groups of friends
- They're regularly on social media and do a lot of their shopping there.

HOW:

- Create digital content to prove to consumers that Gatorade can be used whenever someone needs to keep hydrated or rehydrate. Make them realize Gatorade is not just for sports.

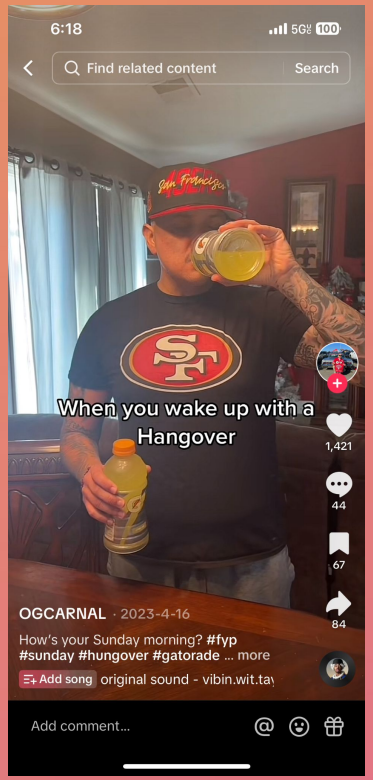
INSIGHT:

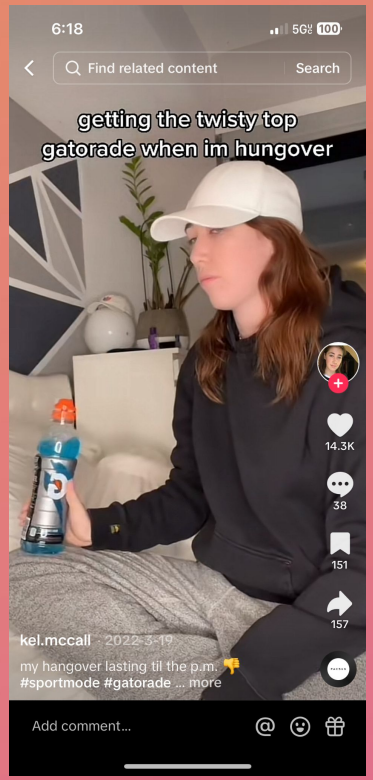
Real people turn to electrolytes when they are hungover to help replenish their energy levels, fluids and minerals to feel better throughout the day.

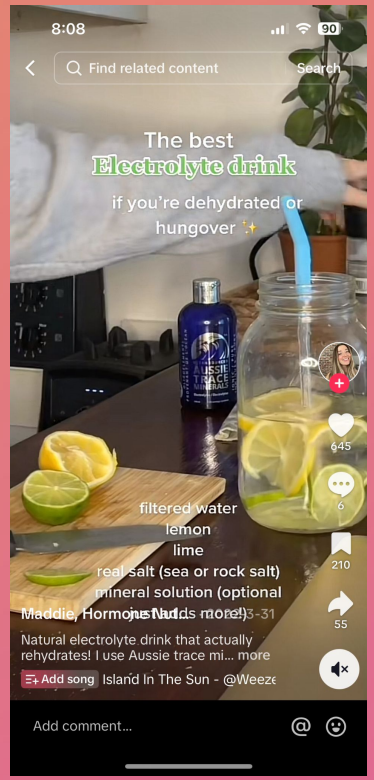
BRIEF:

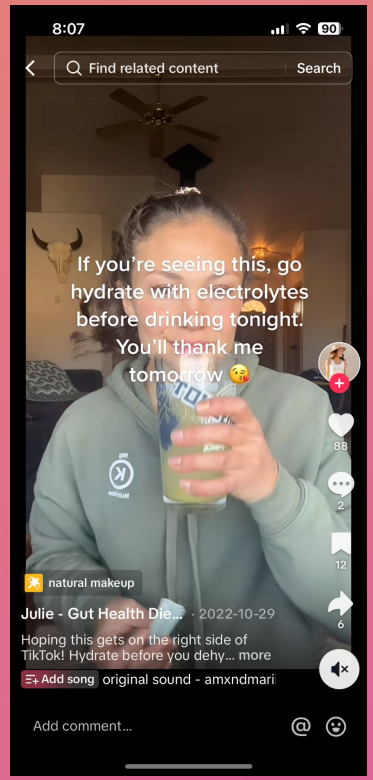
Show Gen Zs and Millennials that Gatorade helps you kick your hangover by providing you with the electrolytes that makes you feel better

EVIDENCE:


6:18
Find related content
Search
When you wake up with a Hangover
1,421
44
67
84
OGCARNAL · 2023-4-16
How's your Sunday morning? #fyp #sunday #hungover #gatorade ... more
Add song original sound - vibin.wit.ta
Add comment...


6:18
Find related content
Search
getting the twisty top gatorade when im hungover
14.3K
38
151
157
kel.mccall · 2022-3-19
my hangover lasting til the p.m. 👎 #sportmode #gatorade ... more
Add comment...


8:08
Find related content
Search
The best
Electrolyte drink
if you're dehydrated or hungover ✨
filtered water
lemon
lime
real salt (sea or rock salt)
mineral solution (optional
645
6
210
55
Natural electrolyte drink that actually rehydrates! I use Aussie trace mi... more
Add song Island In The Sun - @Weeze
Add comment...


8:07
Find related content
Search
If you're seeing this, go hydrate with electrolytes before drinking tonight. You'll thank me tomorrow 😘
88
2
12
6
natural makeup
Julie - Gut Health Die... · 2022-10-29
Hoping this gets on the right side of TikTok! Hydrate before you dehy... more
Add song original sound - amxndmari
Add comment...


8:08
Find related content
Search
Tip: drink electrolytes before going out to drink
479
2
34
4
PRETTY BABE x LASHES
Liondreams · 2023-12-2
@SturDrinks #electrolytes #hydrate #drink #hungover #adulting ... more
Add song FANCY (SLOWED + REVERE
Add comment...

INSIGHT:

In 2024, Gen Zs and Millennials are looking for more wellness and health in their lifestyle and are turning to drinks that offer added health benefits beyond just hydration

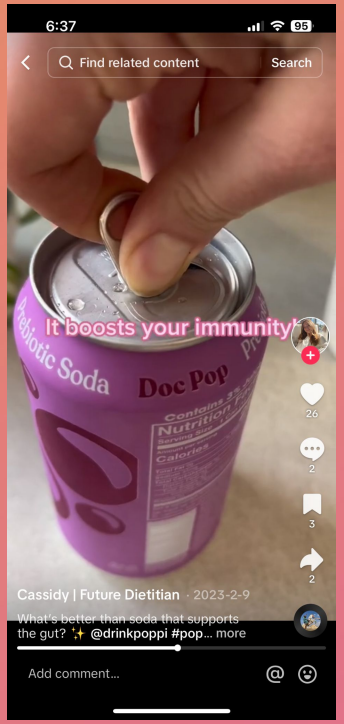
---

BRIEF:

Show Gen Z and Millennials that Gatorade is a sidekick in their health journey by promoting the benefits of its added electrolytes for optimal hydration which supports mood, productivity, digestion, and overall body function

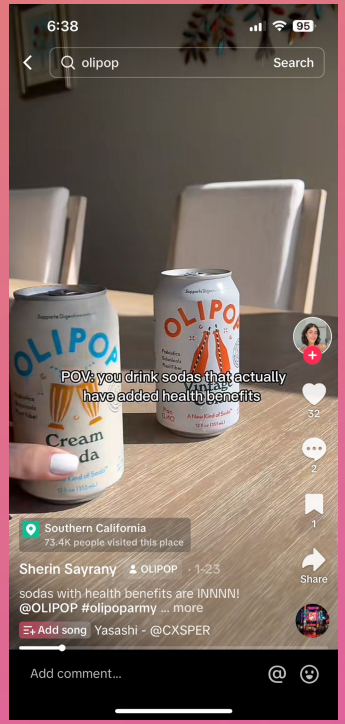
EVIDENCE:


6:38
Find related content
Search
OLIPOP tastes like the soda you grew up sipping, but with the added benefit of microbiome and digestive health support.
Briana Giovannucci · 2023-2-17
I'm obsessed! #Bounty @drinkolipop #NextLevelDish #HealthySoda
Add song. Love You So - @The King Kl
Add comment...


6:37
Find related content
Search
It boosts your immunity!
Cassidy | Future Dietitian · 2023-2-9
What's better than soda that supports the gut? ✨ @drinkpoppi #pop... more
Add comment...


6:37
Find related content
Search
Poppi
✨Tastes Amazing
✨5g of Sugar or Less
✨Functional Benefits
Gut Health is Wealth
Poppi · 2022-9-12
Replying to @liliana_cruz PSA from the founder #drinkpoppi #guttok #hack
Add comment...


6:30
Find related content
Search
to prime your gut for better digestion
SYNERGY Kombu... · 22h ago
It's called the #SYNERGY7 Challenge, but is it *really* a challenge when you get to enjoy kombucha every single day? 😁
#kombuchalover #synergykombucha #gutreset
less
Add comment...


6:38
olipop
Search
POV: you drink sodas that actually have added health benefits
Southern California
73.4K people visited this place
Sherin Sayrany · OLIPOP · 1-23
sodas with health benefits are INNNN! @OLIPOP #olipoparmy ... more
Add song. Yasashi - @CXSPER
Add comment...

INSIGHT:

1. Real people turn to electrolytes when they are hungover to help replenish their energy levels, fluids and minerals to feel better throughout the day.
2. In 2024, people are looking for more wellness and health in their lifestyle and are turning to drinks that offer added health benefits beyond just hydration
3. We all need to stay hydrated but water is so plain and boring, so we crave ways to add flair to our hydration, like flavor and color

BRIEF:

1. Show Gen Zs and Millennials that Gatorade helps you kick your hangover by providing you with the electrolytes that makes you feel better
2. Show Gen Z and Millennials that Gatorade is a sidekick in their health journey with it's added electrolytes because it will help you stay optimally hydrated, which supports mood and productivity
3. Show Gen Z and Millennials that with Gatorade you don't need to settle for plain water. Gatorade adds flair to your hydration with colors and flavors you love.

Idea 1

Once you sip, you can't stop

Once you sip...

Gatorade is more refreshing than water

Gatorade's diverse flavor and taste makes it hard to put down when you need a cold refreshment; water is good but gatorade better satisfies your body's needs for hydration and flavor.

Example Executions:





Example Executions:



Idea 2

HYDRATION IS SO_____

HYDRATION IS SO_____

Hydration doesn’t have to be boring

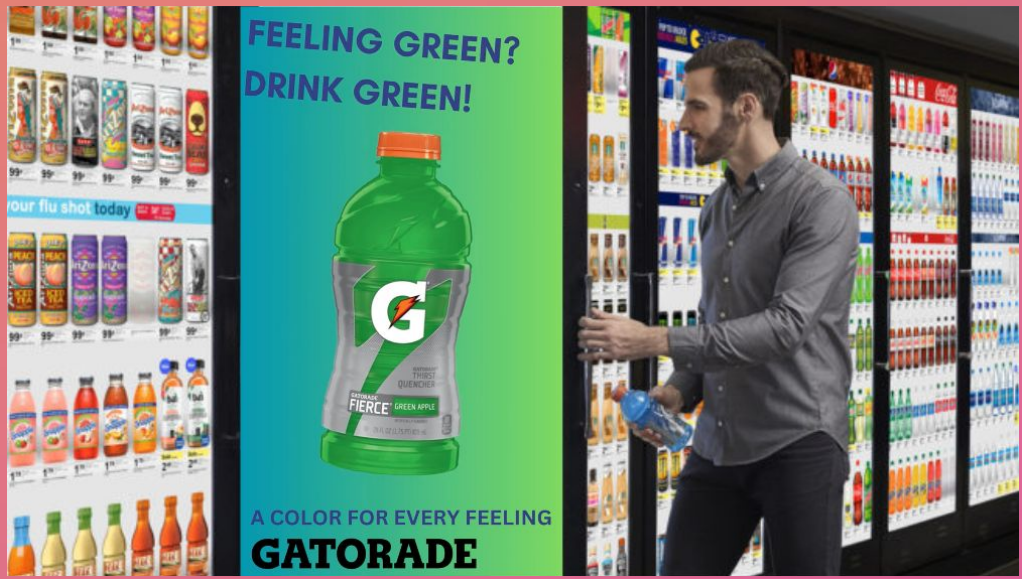
We're going to create a campaign that compares current attitude towards water as hydration to the flavorful, exciting choice in hydration: Drinking Gatorade

Example Executions:





Example Executions:



Ideas/feedback

- Develop fun qualities about the insight
  - “Feeling blue? Drink Blue”
- Most popular colors: blue (cool blue), yellow (lemon lime), red (fruit punch), orange
- Fun ways to drink gatorade
    - People don’t call gatorade by it’s flavor, but by its color
    - “What color do you identify with”-> makes it fun, personable
    - Feeling green, drink green
    - Play on the fact that sipping gatorade and wanting more is more common than sipping water than wanting more or somnthn
    - When you drink water, you don’t carve more water vs. when you drink gatorade you crave more gatorade
        - Helps you stay more hydrated
    - Can play into the color aspect

Feedback 2/12

- Teasing the campaign with rumors on reddit
  - Colors associated with moods
  - “I need blue gatorade because im blue”
  - Associate different colors with different things/activities with influencers
- Launching the colors (gatorade)
  - Message: “Any color works, don't drink clear”
- Take the color challenge
  - What color are you, category test like mbti