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GATORADE

Integrated Campaign



HELLO FRIEND,

Abbi & Isabella

CONTENT



- Prints Advertisements
- Interactive Ideas and Advertisements
- Ambient Ideas and Advertisements
- Social Advertisements & TV Advertisements

CLIENT *Information*



Introduction

- Created in a University of Florida lab in 1965
- Gatorade is known as the "Thirst Quencher" in its industry and maintains its image as a stable solution for athletes and workout buffs alike for hydration.

Positions

- Currently though this positioning is widely known, but seems limited for a very specific target
- Why not expand the consumer target into the ones who really, really need the hydration?

CONCEPT

“Always There”



CONCEPT

- What if Gatorade wasn't **just** for the athletes and work-out engines?
- Instead Gatorade positioned itself as the hydration solution?
- Abbi and I came up with this idea that Gatorade was *more hydrating than water*, and who needs hydration more than those intoxicated by the typical wild night?



CONCEPT

- The idea to position to the "Night Life" or instead "Post-Night Life" originated from Gatorade's current position as the hydration solution.
- Individuals who drink too much and feel the effects of the unwanted hangover desperately need rejuvenation
- Gatorade has the opportunity to position itself there, where coffee and aspirin just sometimes don't cut it.



ALWAYS THERE.

Tagline



PRINT ADS

“Always There”



PRINT ADS 1

The headache that pulses
behind your eyes
The slightly sore arms for God
knows what reason
The weird sharpie marks on
your forehead
The missing sock and naked
foot
Stumbling out of bed and tripping
over a stranger
The panging and dull ache of
the night before growing
stronger by the minute
The sunlight stinging your
cheek through the apartment
window
One choice and all problems
solved
Red, orange, blue, or yellow?



PRINT ADS 2



Remember what mom looks like
Remember what your last name is
Remember what got you through it

PRINT ADS 3

HEY
BESTIE,



I'm the ice pack your teammate passes after you tripped over a hurdle.
I'm you chicken noodle soup when you're feeling sick.
I'm a perfect match with aspirin after a wild night.
Post gossip sesh, you're reaching for me.

I'm the fuzzy socks you cozy up with.
I'm the long lost hair-tie you found in your sweaty gym bag.
I'm the forever re-read novel.
When he breaks your heart, you turn to me.

Through failed exams, and inconsiderate teachers,
I'm your drink of choice.
I will stay by your side wherever you set me,
Your typical thirst quencher, but your bestie first.

XOXO,
Strawberry Watermelon

P.S. Fruit Punch, if you're reading this, text me ;)



Always There.

INTERACTIVE

"Sober Shot"



"SOBER SHOT"

The Concept



THE WEBSITE

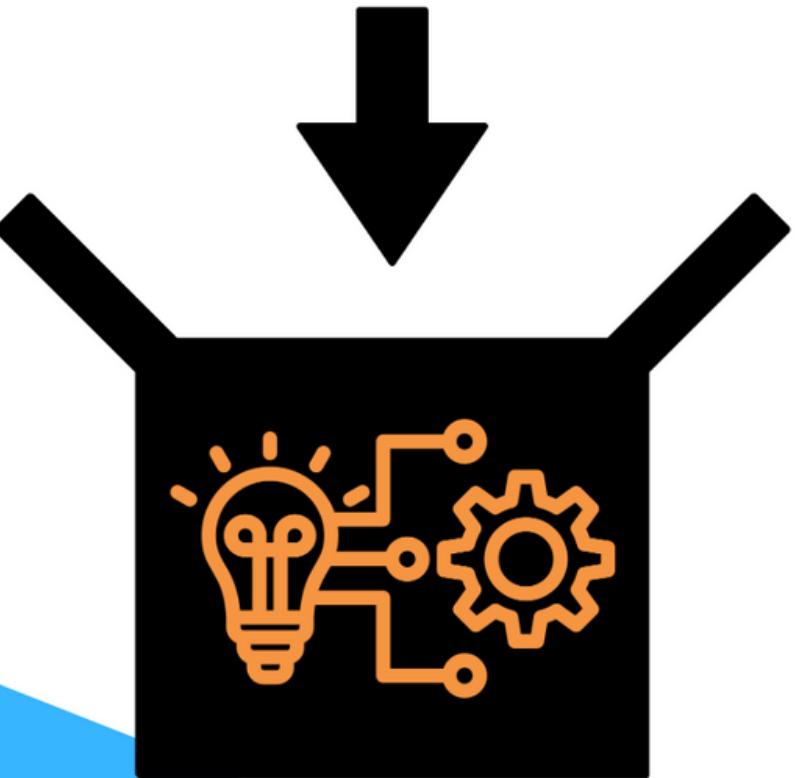
The Landing Page



THE WEBSITE

Submitting the Recipe

SUBMIT YOUR SOBER SHOT



SOCIAL MEDIA

The Invite

CALLING ALL BARTENDERS

Check out the info below for a chance to win
a brand deal with Gatorade



#SOBERSHOT

The Process

TIME TO VOTE!!

Scan to vote & find Sober Shots around you!

Find a #SoberShot
around you!



Vote for your
favorite HERE

WINNER!

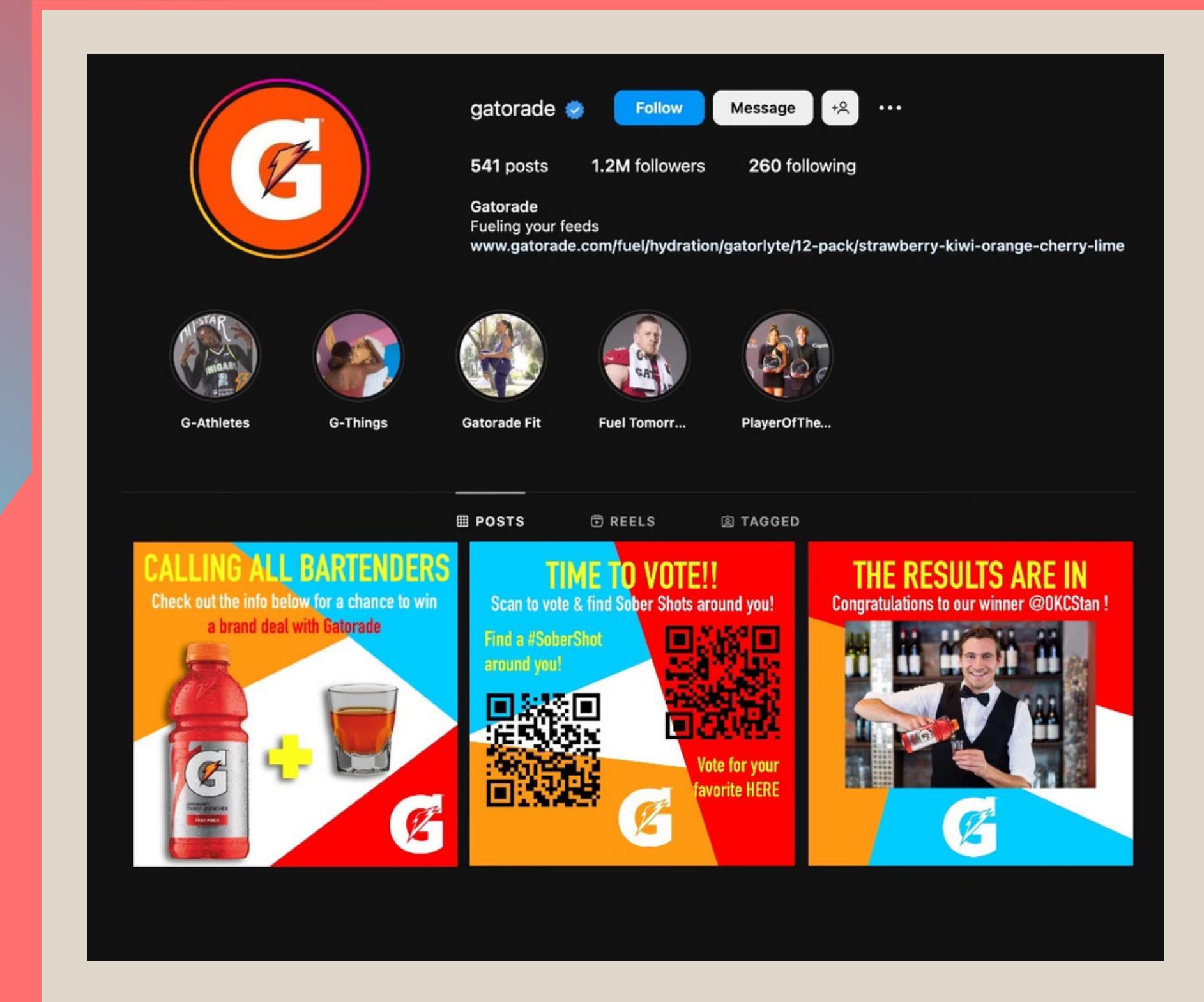
The Brand Deal

THE RESULTS ARE IN
Congratulations to our winner @OKCStan !



PLATFORM

Instagram



AMBIENT

"Always There"



GATORADE

...in the wine section



GATORADE

...at Crab Island



GATORADE

...at Crab Island PT.2



TV AD

*“Gatorade for
Everything”*



FRAME 1

Audio

SFX: The shower turning on and the sound of scrubbing soap with Trevor mumbling "Staying Alive". (1)

TREVOR: AHHHHH! Oh it's just you. Could you kindly shut my shower so I can marinate in peace? (3)

Video

OPEN: Pans through a door with no cuts into the bathroom as Trevor mumbles when suddenly the shower curtain is thrown open. (2)

VIDEO: Trevor then grabs the extendable shower head and starts drinking the shower water that is actually blue Gatorade shower curtain closes quickly (4)



FRAME 2

Audio

TREVOR: Hey you. Thank you for coming while I am actually decent. You actually just walked into my tournament. (2)

CAMERA MAN: Where is your paddle? (3)

TREVOR VO: It's been a trusted companion of mine since I started playing recreationally. I've won 3 or so tournaments. (6)

Video

CUT: The curtain that was closed now opens into a ping pong match with Trevor opening it. (1)

ZOOM: As the camera focuses, Trevor just lifts his right hand and shakes a mini gatorade bottle in the camera man's face. (4)

LONG SHOT: Trevor sweating and playing against another ping pong player who is using a real racket while Trevor keeps playing with the gatorade bottle (5)



FRAME 3

Audio

TREVOR: Yes. Even for pizza dough. Day to day, all the time my mini-Gatorade's are always hard at work.

They don't ever leave me, and I will never leave them (sigh). (2)

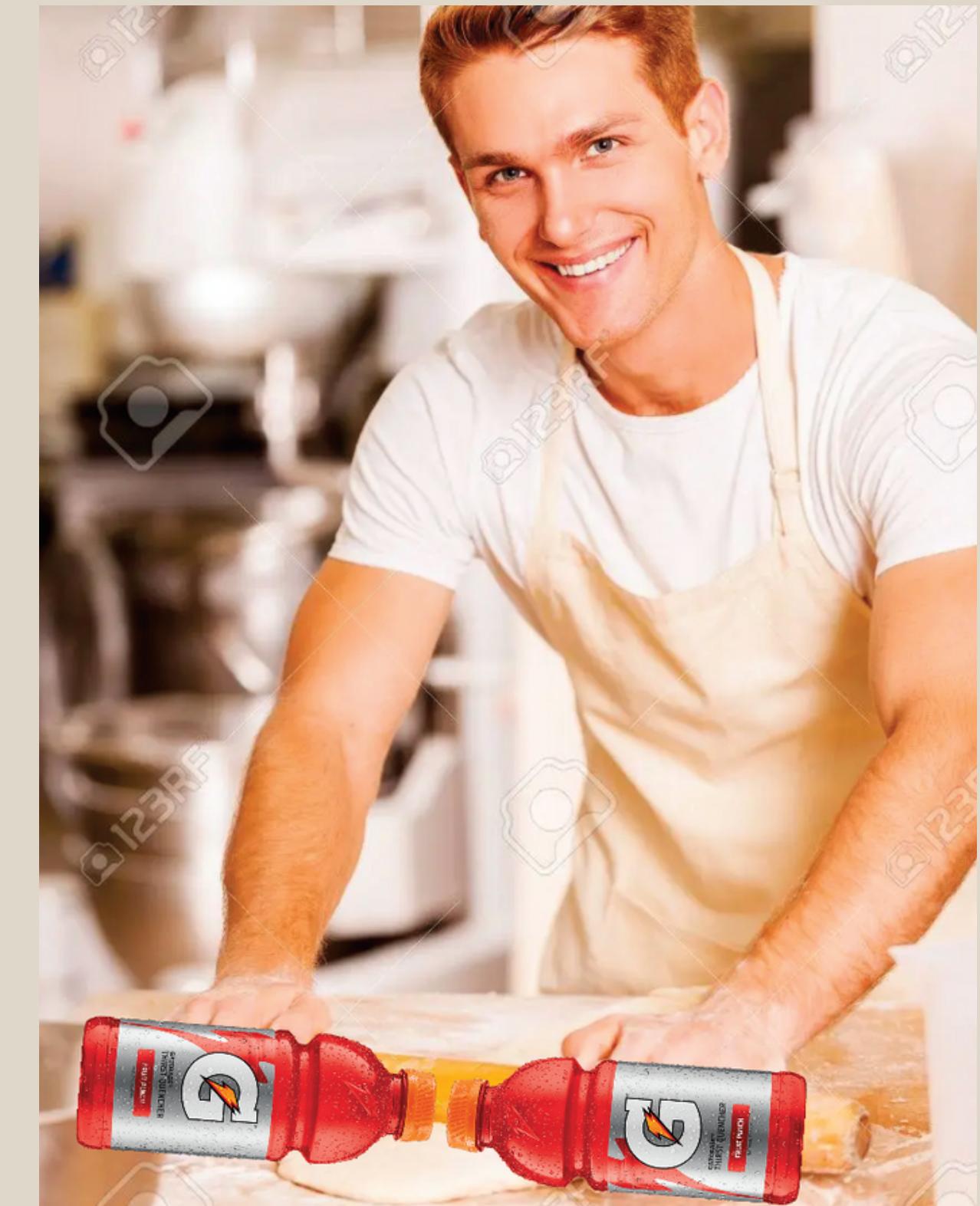
TREVOR: Listen, it's not about finding its uses though. It's about finding something you can depend on. It might seem weird or unnatural, but maybe you feel like that too. (5)

Video

CUT: Camera wipes with paddle and opens into Trevor's kitchen with him rolling out pizza dough with the mini-gatorades. (1)

ZOOM: While Trevor is talking and rolling out the pizza dough the camera gets closer and closer to his face. (3)

ZOOM: Then Trevor grabs the Gatorade off the dough and holds it, looking down thoughtfully at the Gatorade bottle. (4)



"END FRAME"

Audio

ANNCR: Always there.

Video

END CARD: Gatorade logo
FADE: to black

ALWAYS THERE



Thanks!

ABBIDEWALL@OU.EDU

ISABELLA.C.TOYE-1@OU.EDU