

Creative Goal: Appeal to the humor of a sports-minded audience who is familiar with product already but may not know its history. Show a different side of the product in a bold way that will catch the eye of readers eager to get to the next editorial piece. Create something that will make readers stop, look and remember what they saw.

Geared towards a younger demographic, this concept partners well with social media and other new media that allows for a more relaxed, colloquial approach.

Client: **Gatorade**

Publication: Sports Illustrated Magazine
Layout: Full Page (8.5 x 11), 4C

Target: Predominantly males, ages 18-50 with an average annual household income over \$80,000. Target market is typically married, without children, or without dependent children. Occupations range from hard labourers to senior level executives, but the target audience shares an interest in a variety of sports; spending a minimum of one hour each day reading newspapers, magazines, other sports publications or browsing the internet. The target audience works predominantly in affluent urban areas, living and commuting from suburban areas across Canada and the United States.

WE PISSED AWAY OUR RESEARCH



In 1965, Florida Gators coach Ray Graves noticed something strange; his players weren't peeing after practice. Why? Dangerous dehydration, and it was affecting their performance on the field.

Enter Gatorade, developed to hydrate in a way nothing else can.

More than 40 years later, we're still happy to see our research go down the drain.



GATORADE.COM