

CASE STUDY: GATORADE



Objectives:

- Reach a young & engaged football audience in the build-up to the World Cup
- Create brand association between Gatorade and football
- Drive participation in Gatorade's Unreal Around the World competition
- Produce strong video content to encourage football fans to enter the competition

Solution:

- High impact media takeovers in key markets including video MPU's featuring campaign video
- Full editorial & social support driving Goal users to Gatorade Football to enter Around the World contest
- Promotion of launch video in all Gatorade editorial and social content
- Production of campaign finale video



2.7M+
Video views

Results:

MEDIA

47M

Impressions

123,000

Clicks

0.26%

CTR

VIDEO

2.7M

Launch video views

500,000

Views to additional Gatorade video content

EDITORIAL

5

Bespoke articles across English & Spanish editions

1.2M

Page Views