



**ALLEGRAVITA**  
北京乐微塔营销咨询有限公司  
PR & STRATEGIC COMMUNICATIONS  
FOR CHINA AND THE WORLD  
公关传媒·专注中国·服务世界



Gatorade, PepsiCo's 4th largest brand in terms of worldwide sales, is the clear international leader in the the sport beverage sector.

Brand activation with the NBA in rural and emerging Chinese cities

PepsiCo has a well-established distribution network throughout China, however Chinese consumers in emerging and rural cities are still largely unaware of the Gatorade products and benefits.

In conjunction with Gatorade's key China co-branding partner, the US National Basketball Association (NBA), and Singapore-based brand activation agency Glue, Allegravita executed a national 6-week campaign in 2009 and again in 2010.

#### OUR PLAN:

The joint Gatorade/NBA "basketball activation" campaign visited more than 150 Chinese middle schools scattered across targeted cities in the northern, central and southern parts of China. The campaign roadshow team visited pre-arranged schools and involved students in a special session of their physical education program. Students, dressed in Gatorade/NBA shirts, enjoyed official NBA coaching and training techniques delivered by NBA and Gatorade trainers. The exciting and physically exerting sessions also included interactive games, sports knowledge and brand marketing information about Gatorade and its excellent hydration benefits. Students enjoyed drinking Gatorade during the training sessions, and were given Gatorade to take home.

#### IMPLEMENTATION:

With an average of 235 participating teenagers in each session, direct campaign reach exceeded 35,000 activated prospects per campaign. Client estimates of total reach of the message-given the excitement of training with the NBA for these kids-exceeded 1.76 million prospective new Gatorade advocates. Total reach for 12 weeks of campaigning over two years exceeded 3.53 million.

The school visits, which numbered two on every active day, were required to meet exacting standards to properly comply with Chinese law and Gatorade brand standards. As repetition of campaign executions in China can sometimes lead to a gradual lowering of quality, Allegravita's role was to ensure that all standards and targets were achieved in every single school. Our in-person supervision and reporting ensured high quality and account-ability of the execution team-members.

## CASE STUDY: GATORADE



Allegravita personnel not only kept the activation campaign on brand and target, but reported in detail to Gatorade in Singapore through Glue. Highly accountable sampling, recording, rating, photo-graphing and video recording of events provided an audit trail and basis of continual improvement.

#### RESULTS:

Gatorade was thrilled with the results and re-engaged Allegravita to conduct post-campaign analysis, research and brand attitudes via interviews with sample students.

