



Award Designation and Category:

Innovation

Campaign Title:

Keep Moving

Year the campaign took place:

Brand: Gatorade

Creative Agency: TBWA\CHIAT\DAY

Media Company/Agency:

Research Company: Murphy Research

Additional Affiliated Companies: OMD

Summary of the marketing challenge, methodology, insight discovered, creative execution and business impact.

Gatorade Zero's launch campaign marketing objective was to generate awareness amongst Competitive Athletes (25+) to drive penetration and be the primary growth driver for the business in 2019. Through the innovation research via quantitative and ethnographic qual we uncovered the greatest interest among our 25+ year old Competitive Athletes as their goals are now to maintain their health vs. improve their skills within a sport and a zero-sugar sports drink supported those goals, which shaped our campaign brief insight. Insights further helped shape the campaign by driving clarity in how to communicate the proposition without minimizing GTQ. The learning plan leaned into system 1 thinking quantitative methodology where we learned we needed both Pro Athletes and Joe/Jane athletes. This led to a creative idea utilizing NBA super star Dwyane Wade and his wife Gabrielle Union, unlocking this incredibly relatable ad of having a workout partner to push you during your workouts. Their friendly competition and smack-talking banter was universally well liked and so many consumers could see themselves in the ad driving 2.5X's what was invested in the campaign delivering an effectiveness (vol/GRP) of 5,227 and 125 index to net revenue goals, becoming one of the largest CPG innovations.

Consumer Insight

As athletes age, their competitive mindset remains, but their goals focus on maintaining health and zero-sugar hydration aids that goal.

Marketing Challenge

The national launch of Gatorade Zero was slated for January 2019, but retailers were so excited about the proposition, we soft launched the product with limited distribution and no media support starting in Q3 2018. Moving into 2019 when the national launch kicked off, retailer shelf resets happened and all the support was being turned on for Gatorade Zero, the marketing objective was to drive awareness and household penetration to fuel growth and achieve our net revenue objective for 2019. The campaign's communication objective was to drive understanding that Gatorade Zero has all the electrolytes of classic Gatorade and zero sugar.

As simple as the communication objective sounds it was unclear how to communicate the proposition to maximize success of Gatorade Zero without minimizing GTQ. We asked ourselves, who should we show in the ad (pro athletes, or Joe/Jane athletes), what should we show them doing (active vs. non active occasions, types of exercise), and how to optimally discuss the product benefit. This is where the creative learning agenda kicked off.

Methodology

Historically, Gatorade's consumer target has remained very consistent, focusing in on Competitive Athletes, but more specifically the 13-17 old's. In 2017 we identified a need to look beyond the teenagers as Competitive Athletes aren't defined by age, but rather mindset. We partnered with Murphy Research to better understand all competitive athletes throughout their lifetime via quantitative survey and in-depth ethnographies in order to understand the similarities and differences between the older vs. younger Competitive Athletes and size those differences in order to best act upon their needs. During this research we learned a few things leading to the development of the Gatorade Zero product and launch campaign. We reinforced past learning that no matter what age a Competitive Athlete is, they are goal-focused and love to win. They view performance as the process of working toward goals, putting in 110% effort, winning, exceeding standards, and maximizing results. However, as a Competitive Athlete ages out of high school and gets into the adult years of their life with college, work, family/kids, their sports and fitness goals shift. As a teen CA, their number one goal is to improve their skills in their chosen sport(s), but as they age, that goal drops in priority and improving/maintaining their health and losing weight become the primary sport and fitness goals. For Gatorade to support those goals, we developed a product that has all the electrolytes of classic Gatorade to help keep them hydrated during sports and fitness activities and zero sugar. These insights fueled the launch campaign's creative brief.

As we started down the creative process for the launch campaign, it was unclear how to communicate the proposition to maximize success of Gatorade Zero without minimizing GTQ. We asked ourselves, who should we show in the ad (pro athletes, or Joe/Jane athletes), what should we show them doing (active vs. non active occasions, types of exercise), and how to optimally discuss the product benefit. This is where the creative learning agenda kicked off and we partnered with Buzzback Research:

- Phase 1: Benefit Claims Evaluation Via Max/Diff. We took the top performing statements into phase 2.
- Phase 2: Created a matrix of images encompassing the who, what, where with the top claim statements uncovering combinations that drive relevance and interest while minimizing risk to equity. Using system 1 thinking we not only got absolute response, but timed responses to help uncover what works best.

In order for this not to be prescriptive to creative teams, we highlighted themes of what works instead of mandates to execute a certain way. One of the most impactful themes we uncovered was the need to use both professional athletes and Joe/Jane's within the ad given they accomplish different objectives for the brand. Additionally, it was encouraged to use a variety of exercises (spinning, lifting, running, etc) vs. focusing in on one to drive broad relatability.

Creative Execution

All the research outlined led to a creative idea utilizing NBA super star Dwyane Wade and his wife Gabrielle Union working out together. In the ad, it showcased their authentic competitive selves as they tried to one-up and beat the other one in the workouts portrayed. This unlocked an incredibly relatable ad for viewers as many organically commented they too have a workout partner to push them during workouts, whether it is their spouse, friend or even an unknowing person running next to them on the treadmill. The Wade's friendly competition and smack-talking banter was universally well liked and so many consumers could see themselves in the ad, driving strong results.

From a creative asset standpoint, there was a broad spectrum of assets that were created for the campaign, including the hero films (:30 & :15's running in live sports TV inventory) :06 "bumpers" and GIFs for a variety of social platforms (Instagram in-feed & Instagram stories, Facebook in-stream, YouTube & Twitter), print, digital banners, out-of-home, as well as both :15 and :30 Pandora audio advertisements.

Business Results/Lessons Learned

Creative Evaluation:

From a creative standpoint, we utilized PepsiCo's newly developed creative testing methodology comparing results back to a database of Gatorade norms! As a little background, Gatorade has a long history of continuously scoring significantly above industry norms, and thus we created a Gatorade specific norm in order to keep pushing ourselves to greater heights. With that said, the Gatorade Zero campaign consisted of very strong creative that was successful in breaking through and delivering the "all the electrolytes, zero the sugar" message. While the Wade's do well in breaking through and are extremely recognizable and well-liked, they also help to drive a feeling of relatability through the friendly competitive nature of their relationship, allowing so many consumers to connect with the content.

Marketing Mix Modeling:

From a business impact standpoint, we leveraged Nielsen's Marketing Mix Modeling capabilities and driving 2.5X's what was invested in the campaign delivering an effectiveness (vol/GRP) of 5,227 and a 125 index to net revenue goals, becoming one of the largest CPG innovations and an IRI Paceset

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