

# Gatorade Pacers



Silver @ the PMAA 2009  
Best Sponsorship or Tie-in Campaign



Bronze @ the PMAA 2009  
Best Effective Long Term Marketing Campaign



Order of Merit @ the Globes 2009  
Best Sponsorship or Tie-in Campaign



EVENT & EXPERIENTIAL MARKETING  
AWARDS 2009

Silver @ the WOW 2009  
On Ground Youth Connect of the Year



EVENT & EXPERIENTIAL MARKETING  
AWARDS 2009

Silver @ the WOW 2009  
Sports Property of the Year

# Brand Over view

- **Market Environment:**

Gatorade is the world's no. 1 Sports drink. Though it has its presence in India, but the India consumer is not yet aware of the benefits of the sports drink category. "Gatorade" is consumed by the serious sports professional of high stress sports like the cricket team & tennis players. A developing category Gatorade is positioned as an integral part of the player's kit and not as any drink.

- **Target Audience:**

Sports enthusiasts aged below 22 years, SEC A & B  
Pacers in two categories, under 15 years and under 22 years

- **Product Positioning:**

Gatorade is a scientifically formulated drink to replace quickly the essential nutrients that the players loose while playing. A developing category Gatorade is positioned as an integral part of the player's kit and not as "any" drink

# Objectives

- To position the brand as the World's largest selling sports drink-ideal for rehydration during intensive exercise, allowing players to keep performing at their peak
- To associate with cricket (as it's the leading sport in India) across states and geo boundaries
- To plan activation that allowed and incorporated a strong PR angle there by enabling a multiplier
- To develop an activation platform which would be sustainable as a property year after year

# Campaign Strategy

Gatorade is a well known established brand all across the globe under the category of sports drinks and to make a similar mark in India the brand entered the market but couldn't established itself because lack of visibility the category being new took nothing to register with the Indian Consumer. Hence the brand needed an activation which not only generates a need in the mind of the consumer but also provides a platform to establish and grab mindshare. As a sports drink and youth centric brand cricket was a great fit. The foremost task was to create or take over an opportunity which would give the brand a steady growth sustainable over a period of time. Seeded in this belief "**Gatorade Pacers**" was born.

# Contd...

- A unique talent hunt that would give striving Pace bowlers in the country a platform to showcase their talent and provide them a platform for excelling in the sport at the highest level through intense training and valuable tips given by the best of fast bowling coaches and fitness experts.
- Anyone who plays in the heat is at risk of dehydration. Gatorade with its optimal formula of carbohydrates puts back into the body what is lost in sweat to take performance to next level and thus is different than a energy drink, thus It was instrumental to connect with TG at the sweat level and provide them a platform to succeed at the highest level in sport along with communicating the role of Gatorade as a Sports drink in achieving the same.
- Cricket being the most popular sport in the country where cricketers are worshipped as demi gods there are millions of youngsters who strive to excel at the highest level and be successful.
- The activity communication would incorporate info about the importance of body fitness, As pace bowling requires large reserves of stamina, the role of Gatorade would be explained to TG through hydration sessions and they would be encouraged to use it to increase their output and performance.

# 3 Years of Pacers

- Having organized Gatorade Pacers in 2007 as the first edition, there were a few innovations that were integrated in the 2008 & 2009 edition for ensuring that the primary objectives of the activity are met with precision:
- Scale of the activity was increased so as to achieve more Brand Awareness by reaching out to a larger segment of the Target Audience. This was done by substantially increasing the number of schools, clubs & colleges in each city to be tapped through a direct and indirect contact program with each successive year.
- The no. of cities were scaled from 4 (Delhi, Mumbai, Chennai & Bangalore) in 2007 & 2008 to 7 (Delhi, Mumbai, Chennai, Bangalore, Hyderabad, Chandigarh & Pune) in 2009, thus increasing the scope of the activity.
- In the Gatorade Pacers 2008 edition, the participants were divided into two groups based on their age U-15 & U-22 unlike the 2007 edition where there was only one category U-21. This was done to ensure that there was parity among the competition and all participants had an equal opportunity to win the competition.

# Campaign Execution

- The activity was conducted in India's 4 metro cities viz. Mumbai, Delhi, Bangalore and Chennai in 2007,2008 & 8 cities adding Hyderabad, Pune & Chandigarh in 2009
- Schools, cricket clubs and colleges per metro were contacted (directly & indirectly).
- The students had to fill up the registration form to register for the event.
- On a pre-decided day in each of the cities, the regional level selections are held.
- The activity is a two day event where all the participants come to showcase their bowling talent.
- The students are divided into 2 groups: Under 15 and Under 22. Finalists are chosen from every round who again competes amongst each other to be the city level winners.
- The participants were judged across three parameters namely: Speed, accuracy & bowling action.
- All the participants get chance to bowl multiple times while their bowling action is analyzed by the coaches.
- Finally, 2 winners from each category are announced.

# Contd...

- The Under 15 winners per city are chosen and felicitated by Gatorade. They are also given Gatorade supply and Cricket Kit support for a year plus a Scholarship to join the best cricket coaching camp in their city.
- The Under 22 winners are further called for a national level selection at New Delhi.
- The final event is a 2 day event. The first day dedicated to fitness and training. All the participants trained at the Reebok fitness centre.
- The second day starts early. Under the supervision of MRF Pace Academy coach T.A.Sekar all the finalists actions are analyzed ; Video analysis is also done. Indian fast Bowler Sreesanth was present there too, to encourage the youngsters in 2008 edition, in 2009 Wasim Akram through video conferencing answered the queries of finalists and also gave them valuable tips.
- Before the state level activities, a press Conference to announce the search for India's Fastest Pacers is organized at a leading 5 Star Hotel in New Delhi.
- Speakers include Javagal Sreenath (ex-cricketer) & T.A Sekar (Chief Coach MRF activity) who share their views on the future of Indian cricket and the role & importance of MRF Pace Academy in building India's Pace Attack.
- Finally, 2 winners were selected who went to MRF Academy, Chennai to complete training for one year under the guidance of T.A.Sekar & Denis Lillee (ex-cricketer)in 2007 & 2008. 8 winners in 2009, will be trained at Gatorade's Pace bowling academy

# Campaign Collaterals





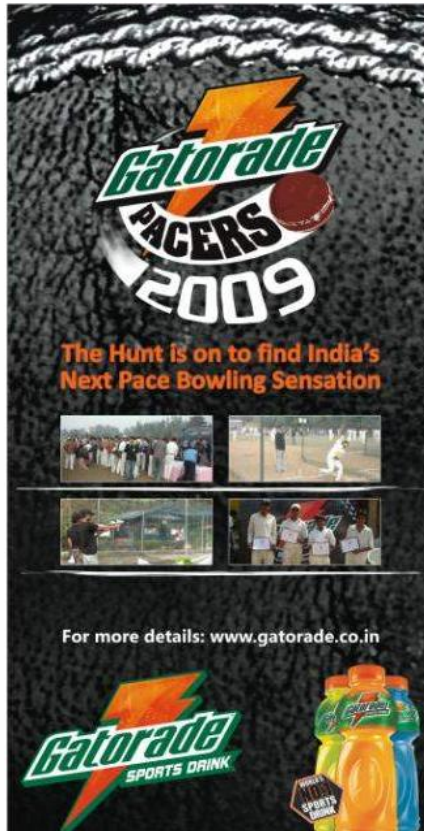
Brochure used for Contact Program



# Docket used for Contact Program




## Banners




**Gatorade**  
**PACERS**  
**2009**

The Hunt is on to find India's  
Next Pace Bowling Sensation



For more details: [www.gatorade.co.in](http://www.gatorade.co.in)



**Gatorade**  
**PACERS**  
**2009**

**PAGE IS**  
**ATTITUDE**

The Hunt is on to find India's  
Next Pace Bowling Sensation



**Gatorade**  
**PACERS**  
**2009**

**NOTHING WORKS**  
**BETTER**



## Images of the activity

## Branding at the ground



## Participants getting registered at the ground





**WAGGERS 2008**  
The Hunt is on for India's  
Next Prime Minister Candidate



## Participants warming up for selection round



## Bowling Zone - Testing with speed gun





Brand Activation via Consumer Connect Strategies







## Press Conference-Before Final Selections









Brand Activation via Consumer Connect Strategies

## Press



# Winners



# Outcome

- Gatorade Pacers 2007 met with resounding success as 3 deserving pace bowlers were selected out of 1350+ aspirants and coached by Dennis Lillee. The program succeeded in helping one of them to find place in Rajasthan Ranji Team, one in probables of Kolkata Knight Riders while another has been selected by the Tamil Nadu U-17 team.
- In 2008, Gatorade Pacers extended its reach to 3850+ aspirants and selected 10 deserving candidates for Dennis Lillee camp. Out of 10, 3 are in Maharashtra Ranji Team, 3 as probables for IPL Kolkata Knight Riders and Rajasthan Royals and 1 in MRF Pace foundation team.
- In 2009, Gatorade pacers went to 7 cities across india, where more than 6000 aspirants were screened, out of which 24 were brought to Delhi for the finals and 8 winners were announced.

# Results

- The activity received tremendous response. In 2009 close to 6000+ students participated in the Talent hunt.
- In 2007 around 800 schools, 80 colleges and 40 sports clubs from across India participated resulting in a whopping 300% growth in terms of absolute no. of participants from 2007. While In 2009 around 900 schools, 130 colleges, 90 clubs participated from across 8 cities, further increasing the growth in terms of participants and institutes touched
- In 2009, looking at the success and huge response from participants across India, Gatorade announced the launch of its very own Pace academy where the 8 winners of the 2009 edition would be trained by Wasim Akram and T.A. Sekhar during 3 camps of 15 days each. This camp also involves body fitness training.
- 800 bowlers screened using objective criteria,
- Strong Media response and respect. Close to 125 newspaper, electronic and TV clips. Amounting in value to 210 times the value of the campaign. Resulting a huge PR mileage
- Improved brand awareness, appreciation, authority & image. **“3 winners of Gatorade pacers are in the final selection round of IPL teams”**.

# Highlight

**Pacers in 2008 WON twice in the WOW Awards in India and is recognized as: Sports Association of the Year by a Brand as well as the On Ground Youth Connect of the Year**

# Client Feedback

**From:** Chakraborty, Mithun {PI} [mailto:mithun.chakraborty@intl.pepsico.com]  
**Sent:** Wednesday, March 12, 2008 5:58 PM  
**To:** Sachin Sethi  
**Subject:** Message

The message:

"What started with a dream to provide a platform for the budding pace bowlers to launch their career has now become a reality. It was the passion for Cricket that made us to work for the development of the game in our country rather than just sponsoring the teams. Started in 2007 and continuing it in 2008, we've witnessed the best of the talents in the past 2 legs of Gatorade Pacers. Two winners from our first leg (PK Dharma & Ravi Kant Sharma) got selected in U-17 Tamil Nadu Ranji Team and Rajasthan Ranji Team. In the IInd leg, we have witnessed some great talents and in fact Pacer Samad Fallah represented West at the Duleep Trophy.

And all this go without saying that Jagran Solutions did a remarkable job in controlling this mega talent hunt for 07 & 08. Reaching to more than 900+ schools/ colleges/ clubs across 4 cities was done with due diligence and then follow-ups ensuring effective participation was also done with absolute great responsive... It was a great effort that made this first talent hunt (Of its kind) in India a big success and I congratulate Jagsol for the same an look forward to take the next leg of Pacers again together..."

Thanks,

Mithun Chakraborty

PepsiCo India Holding Pvt. Ltd.  
3 B,DLF Corporate Park,  
'S' Block Qutab Enclave  
Phase III,Gurgaon  
Haryana-122 002(India)  
Tel: 91-124-2355880/863 Extn :659  
Mobile: +91 9811881383

"THIS ELECTRONIC MAIL MESSAGE AND ITS CONTENTS ARE INTENDED ONLY