GATORADE: FUELING FAST AND FUTURE-FOCUSED BRAND INSIGHTS THROUGH AUTOMATION

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1. Reaffirm that our strategy of targeting competitive athletes works to reach the general market.

2. Does the NBA Dwyane Wade campaign register with core target, and are impacts seen among general market.

THE RESEARCH QUESTIONS
ICONIC BRANDS...

...target the few and sell to the many

...satisfy an important and enduring need

...deliver a great experience

...have a magnetic identity

...stand out with a distinct personality

...mine culture for new ideas to inspire desire

YEAR, AFTER YEAR, AFTER YEAR.
Breakthrough brand insight solution

Quick-fire inspiration

Holistic, strategic, future-focused view

Fast and affordable

On ZappiStore
BRAND EQUITY

BRAND PRESENCE

BRAND CREDIT

PREFERENCE
SALES/MARKET SHARES
Monadic Exposure
n=100 per brand by target group

1. Nat. rep. sample
2. NBA fans
3. Competitive athletes

Pre Wave: April 20\textsuperscript{th}
Post Wave: May 23\textsuperscript{rd}
Reaffirm that our strategy of targeting competitive athletes works to reach the general market
VIBE Competitive Athletes vs. GM

80  100 (INDEX)  120

101  137
113  184
111  136
107  194
87  114
99  160
84  116
78  147
101  125
81  153
101  130
93  166
Gatorade’s strong equity within the Competitive Athletes translates to the General Market

**Brand Presence**

<table>
<thead>
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<th>Brand</th>
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**Brand Credit**

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Does the NBA Dwyane Wade campaign register with core target, and are impacts seen among general market?
Total VIBE

- **VIBE**
  - 157
  - 108
  - 161
  - 115

- **GM**
  - Pre: 157
  - Post: 161
  - 108
  - 115

**COMPETITIVE ATHLETES**
However, there are signs that the campaign resonates within the GM
Among Competitive Athletes, there’s a shift to a stronger Hero primary archetype, and an emergence of Ruler within the Tertiary archetype.
QUICK-TURN INSIGHTS
POWERED BY ZAPPISTORE
END-TO-END RESEARCH PROCESS
Online marketplace
Automated research process and delivery
THANKS!