

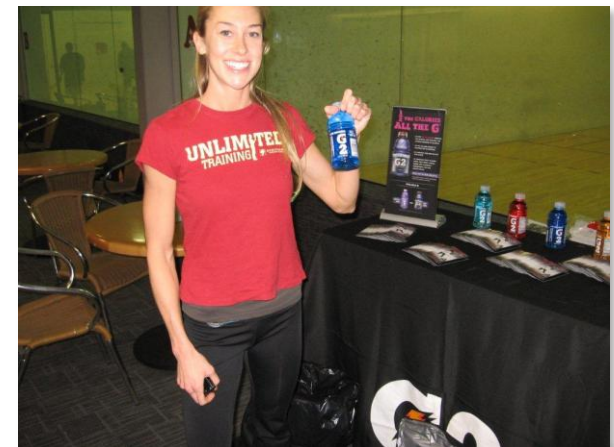
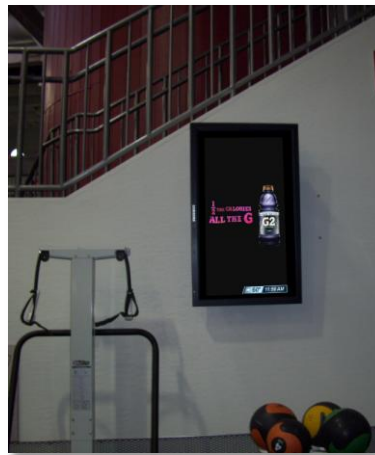
HCMN CASE STUDY: Gatorade's G2

Components:

- Panel and digital advertising; as well as Brand Ambassador chilled sampling in select clubs.

Success Measurements:

- 62% total ad recall (vast majority of recall was unaided)
- 88% of those surveyed indicated they were current sports drink category consumers.



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The Leader in Reaching Active People