

HCMN CASE STUDY: Powerade Advertising + Chilled Sampling

Components:

- Ad panels, swipes as well as chilled sampling on multiple days each month campaign was running. Research executed on sampling days to specifically gauge impact of sampling

Success Measurements:

- 80% indicated they had first sampled Powerade at their health club. 75% also indicated they had first learned about Powerade through the health club campaign, despite a sizeable national overlay campaign by Powerade
- 83% indicated likely purchase (top 2 box) of Powerade in the next 30 days

