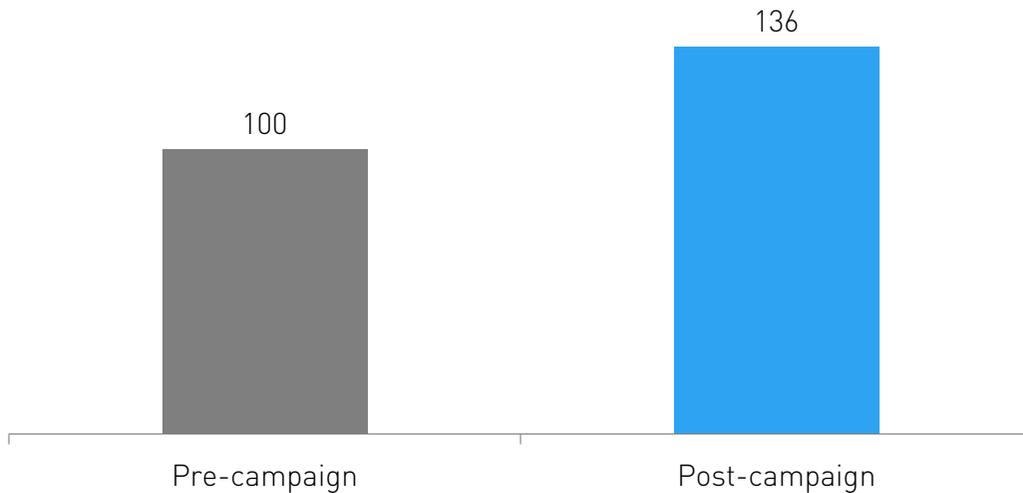


Powerade

Creating stand-out in a competitive market

POWERADE

Radio drove sales across the campaign period (indexed)



Background

Powerade was a relatively new player in the UK sports-drink market, which has historically been dominated by one competitor brand. Powerade was making in-roads into the sector, evidenced by volume sales increases, but the market remained extremely competitive.

To optimise the impact of their comparably modest budget, Powerade needed to create a clear point of difference to help them outsmart the competition and overcome the budget differential. The brand idea centred on helping sportsmen to achieve their best, and Powerade identified participants in grassroots sport as a real opportunity to gain a competitive advantage.

Why radio?

Using focus groups to generate a deeper understanding of their core audience of male active team players and followers of team sport, Powerade identified radio as an essential medium for engaging directly with amateur footballers. Radio was used as an important element of a multimedia strategy that included

ed forecourt 6 sheets, a sponsorship package with Sky Sport News and ongoing partner activity with the RFU and Football League.

Implementation

Powerade identified Virgin Radio as a station that shared their passion and enthusiasm for grassroots football that was able to reach footballers across the country.

Using a combination of programming and online, Powerade set out to transform the fortunes of six novice football teams with professional coaching. The activity launched with coaching tips from Peter Taylor alongside live reads encouraging listeners to go online to register their team.

Each month a team was selected and matched with a professional Football League coach, receiving four tailored coaching sessions - the highlights of which were reported back and broadcast on-air over the weekend.

The activity culminated in the Powerade Cup – the winner of which went on an all-expenses paid pre-season tour to Barcelona.

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Results

More than 1000 teams entered the promotion on Virgin from the length and breadth of the country. Powerade volume increased more than 36% May 2006 – May 2007. By May 2007, Powerade had begun driving market growth increasing its market share by more than 23%.

Radiocentre Comment

This is a fantastic example of a fully integrated campaign that made optimum use of radio's ability to connect with and mobilise consumers. Using strategic focus group insight, Powerade was able to drill down into what really motivates their target audience and create a bespoke on-air and online solution to produce a real point of differentiation and deliver business results.