

# TOP 100

## THE 2018 IT LIST

CASE STUDIES OF EXCELLENCE

# MKTG

**CAMPAIGN:** GATORADE G-STORE  
**CLIENT:** GATORADE  
**AGENCY:** MKTG

The G-Store is the living embodiment of the fact that Gatorade is more than a hydration company.

For two days in January, Gatorade brought a fuel store – all Gatorade, all the time – with a surprising stockroom, to New York City. Attendees toured the “G-Store” through an augmented reality product experience that highlighted the full breadth of Gatorade’s product portfolio – including its latest hydration, energy, recovery, endurance products and more.

The store’s stockroom represented a journey through three key pillars of the sports world: Science, Sweat and Sports Culture.

Guests entering the stockroom were transported into a Gatorade Sports Science Institute (GSSI) lab, where they learned how GSSI is working with athletes to help optimize their health and performance through research, hydration and sports nutrition. It’s important to remind athletes that all of Gatorade’s products – from performance bars to whey protein powder and more – are science backed and created from athlete insights to help athletes perform at their best.

Leaving the lab, they entered a fully functional workout space where trainer, Joe Holder, hosted live workouts. Joe is a respected trainer who has a reputation for training that requires pro-level work ethic and intensity. He represents high stakes commitment necessary for people that are serious about maximizing their athletic performance.



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Finally, guests walked into the world of sports culture. There, famed sports fashion designer Dante Beals crafted swag, and guests had the opportunity to participate in a photo shoot with photographer, Raven Varona. We worked with Dante and Raven because they represent how sports and athletes impact culture beyond the game. One of the primary ways athletes express themselves and show off their personalities is through fashion – it’s a key piece of sports culture. Raven has a unique ability to portray the depths of her subjects’ personalities in a way a game broadcast never could.

At the G-store guests received a complete view of the life of an athlete, from the work it takes to help them perform, to their life outside of the game. Results included: 90+ media placements, 91MM+ impressions, trending in NYC’s Instagram story, and extensive online coverage from outlets including Complex, Harper’s Bazaar, Refinery 29, Bleacher Report, and more.

