

Name \_\_\_\_\_

## Advertising Strategy

### Product

Gatorade thirst-quenching beverage

### Target Audience: Whom are you trying to reach?

Males and females, ages 18-35, who are "weekend warrior" athletes. These individuals lead an active lifestyle which includes intense athletic activity, often in the context of a competitive game. They can be best categorized as the "work hard/play hard" types.

### What is the Benefit to the user?

Quenches your thirst, so you feel satisfied.

### What's the reason why?

Replenishes fluids & minerals your body needs 30% faster than water

### Product attributes/features

- glucose
- new iced tea flavor
- minerals
- unbreakable plastic bottle

### Other Advertising Considerations

- "Demo Man" visual is effective in communicating thirst quenching, replenishment
- "AHHH!" response is effective device in communicating satisfaction & taste
- Michael Jordan attractive to "weekend warrior" athletes