

A woman is shown in profile, drinking from a large Gatorade bottle. She is wearing a white athletic top. The background is a blurred outdoor setting. The image is overlaid with several graphic elements: a large black polygon on the left containing the text 'GATORADE' and 'WOMEN'S ADVISORY BOARD'; a pattern of small orange triangles in the top-left corner; and several diagonal streaks in orange, yellow, and black in the top-right and bottom-left corners.

GATORADE

WOMEN'S ADVISORY BOARD

TEAM PRESENTATION



Addison Wallack

Catalyst



Samantha Mucci

Explorer



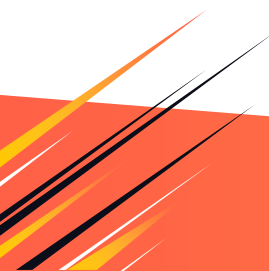
Madeline Schaafsma

Creator



Adriana Perez

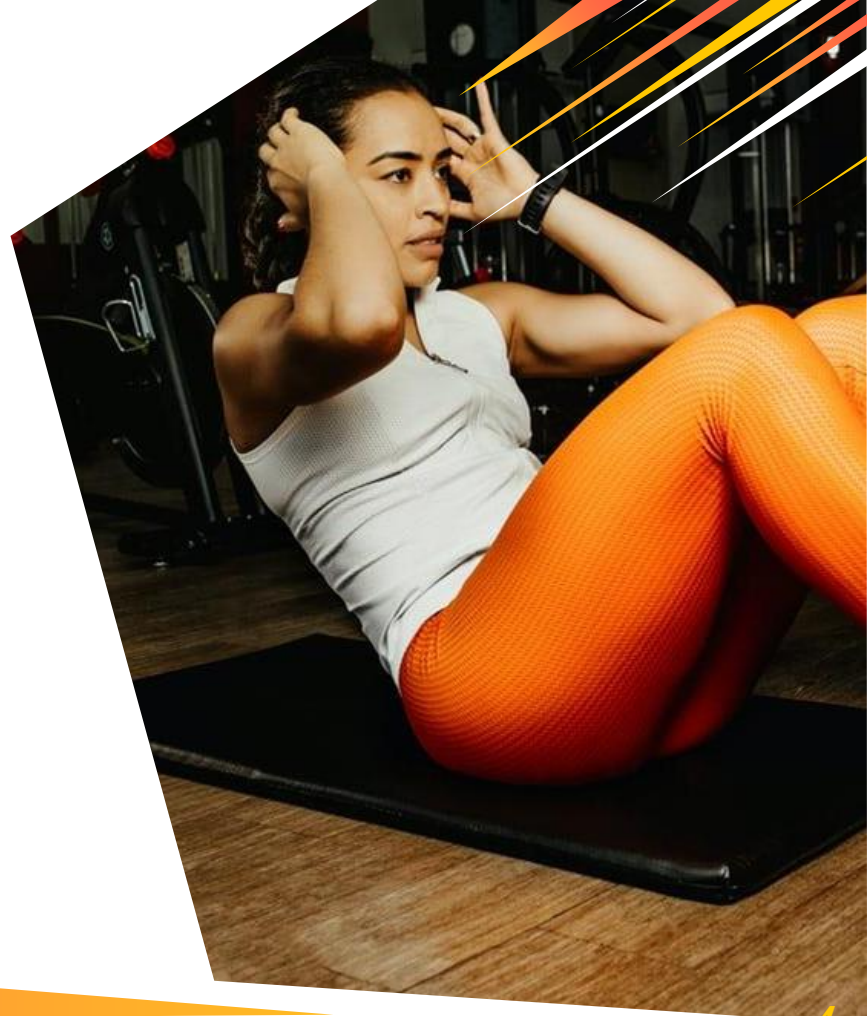
Connector



POSITIONING

Current

The board is a first of its kind panel with female athletes and women in prominent sports positions, who serve as role models for young female athletes



POSITIONING

Desired

The board will be at the forefront of women's athletics providing support, guidance, and mentorship to young female athletes



The background is a dark blue gradient. In the top-left corner, there is a grid of small, light grey triangles. In the top-right and bottom-left corners, there are several diagonal streaks in orange, yellow, and white, resembling light trails or motion lines. Scattered across the dark blue area are several five-pointed stars in shades of orange and yellow. The text 'SWOT ANALYSIS' is centered horizontally and rendered in a bold, italicized font. The word 'SWOT' is in orange, and 'ANALYSIS' is in white.

SWOT ANALYSIS

SWOT ANALYSIS

Strengths

- Strong support from female leaders in the game
- Overall market leaders for all competitive athletes

Weaknesses

- Advisory board does not have a lot of exposure (still new)
- Brand has been less approachable for females

SWOT ANALYSIS

Opportunities

- Leverage its long-standing name to increase awareness for women's sports
- Use sports stars and athletes to influence female teen athletes

Threats

- P&G, Athleta, and other athletically geared brands having a larger presence in showing support for women's sports



3 *TARGET AUDIENCES*



TARGET AUDIENCE 1

- 13-18-year-old female athlete that wants to drop out of their sport





TARGET AUDIENCE 2

- Coaches of 13-18-year-old female athletes





TARGET AUDIENCE 3

- 18-35-Year-Old women
who have benefited from
playing a sport





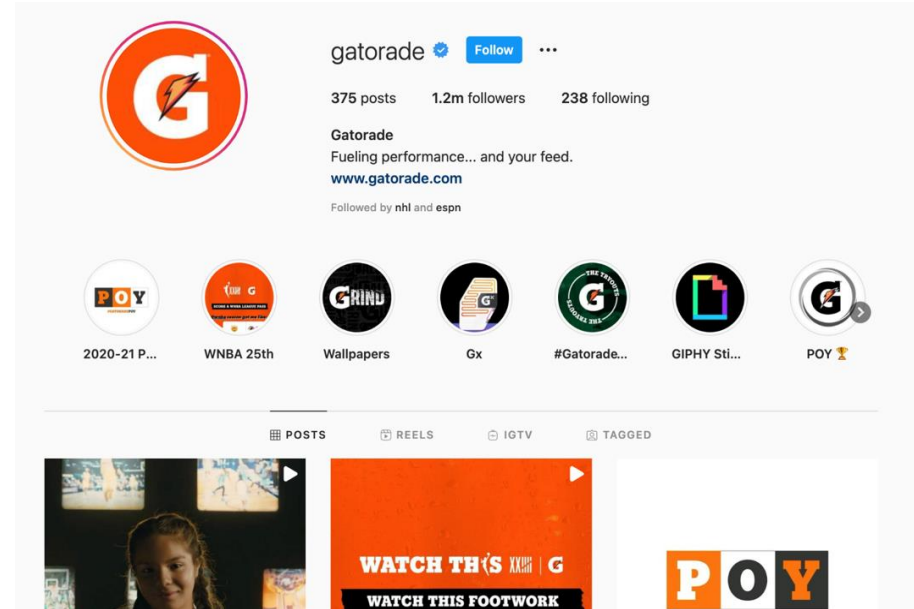
SOCIAL MEDIA

A glance at the competition

GATORADE

Instagram

- Followers: 1.2 Million
- Following: 238
- .69% Engagement Rate



The screenshot shows the Instagram profile for Gatorade. At the top left is the Gatorade logo, a red circle with a white 'G' and a lightning bolt. To the right of the logo, the name 'gatorade' is displayed with a verified badge and a 'Follow' button. Below the name, the statistics are listed: '375 posts', '1.2m followers', and '238 following'. The bio reads 'Gatorade Fueling performance... and your feed.' followed by the website 'www.gatorade.com'. Below the bio, it says 'Followed by nhl and espn'. A row of six circular icons represents accounts Gatorade follows: '2020-21 P...', 'WNBA 25th', 'Wallpapers', 'Gx', '#Gatorade...', and 'GIPHY Sti...'. Below this row are navigation tabs for 'POSTS', 'REELS', 'IGTV', and 'TAGGED'. The 'POSTS' tab is selected, showing a grid of three posts. The first post is a video of a young girl. The second post is a red graphic with the text 'WATCH THIS XXXXX | G' and 'WATCH THIS FOOTWORK'. The third post is the 'POY' logo.

GATORADE

Twitter

- Followers: 323 Thousand
- Following: 274
- Likes: 15.6 Thousand



← **Gatorade** ✓
29.3K Tweets

GREATNESS STARTS WITH 



Gatorade ✓
@Gatorade

Fueling performance... and your feed

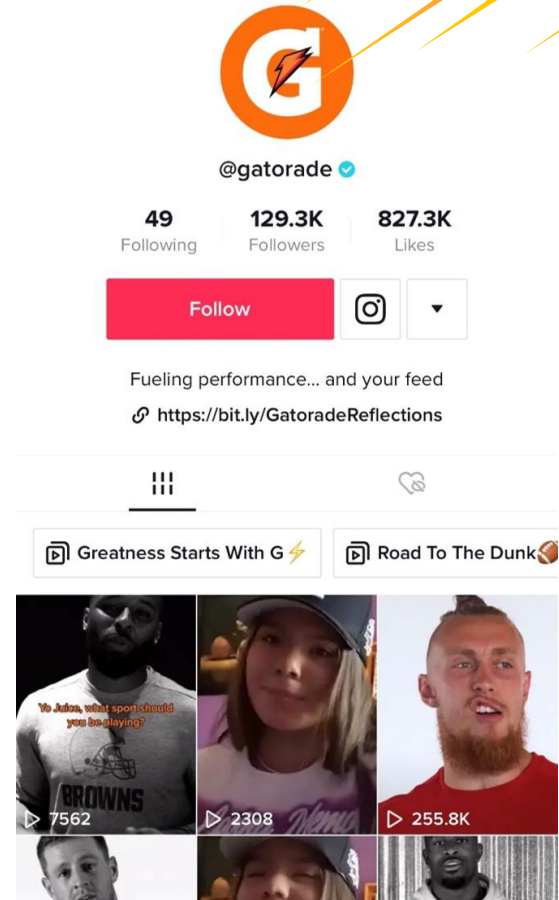
📍 Chicago, IL [🔗 gatorade.com/ali](https://gatorade.com/ali) 📅 Joined April 2009

274 Following **323K** Followers

GATORADE

Tik-Tok

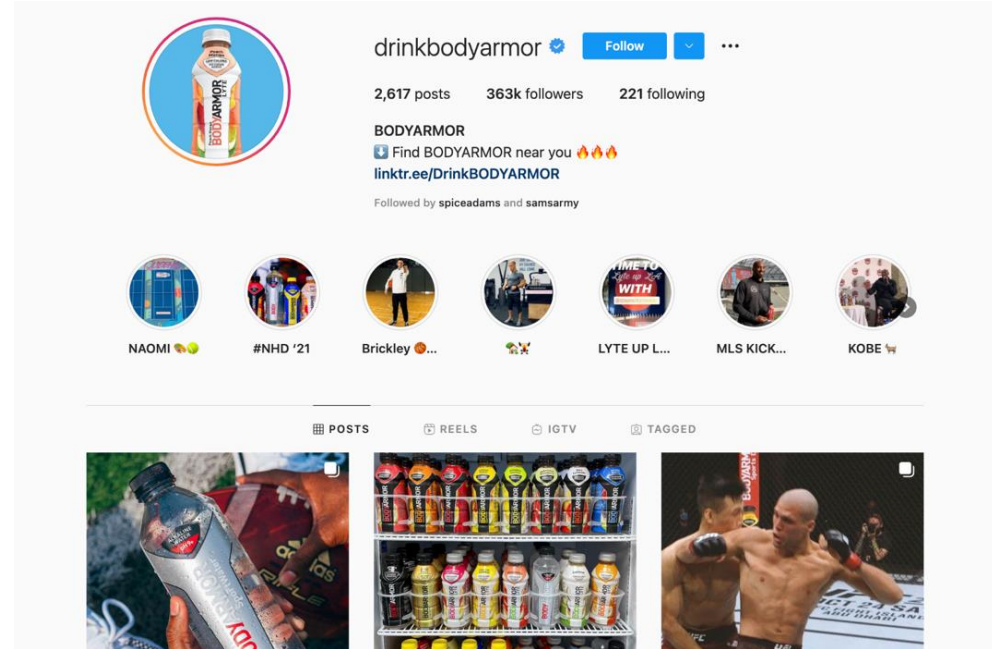
- Followers: 129.3 Thousand
- Following: 49
- Likes: 827.3 Thousand



BODY ARMOR

Instagram

- Followers: 363 Thousand
- Following: 221
- .93% Engagement Rate



The screenshot shows the Instagram profile for 'drinkbodyarmor'. The profile picture is a can of BODY ARMOR sports drink. The bio includes the text 'BODYARMOR', 'Find BODYARMOR near you 🔥🔥🔥', and the link 'linktr.ee/DrinkBODYARMOR'. It also shows 'Followed by spiceadams and samsarmy'. Below the bio are seven avatars of users who follow the account: NAOMI 🍌, #NHD '21, Brickley 🍌..., 🇺🇸, LYTE UP L..., MLS KICK..., and KOBE 🍌. At the bottom, there are three post thumbnails: a hand holding a BODY ARMOR bottle, a display of various BODY ARMOR cans on a shelf, and a shirtless male boxer in a ring.

BODY ARMOR

Twitter

- Followers: 67.5 Thousand
- Following: 162

← BODYARMOR ✓
10.4K Tweets



BODYARMOR
SUPERIOR
HYDRATION



BODYARMOR ✓
@DrinkBODYARMOR

#SuperiorHydration for today's athletes.

drinkbodyarmor.com 📅 Joined July 2011

162 Following 67.5K Followers

BODY ARMOR

Tik-Tok

- Followers: 32.9 Thousand
- Following: 73
- Likes: 101.5 Thousand



@drinkbodyarmor ✓

73
Following

32.9K
Followers

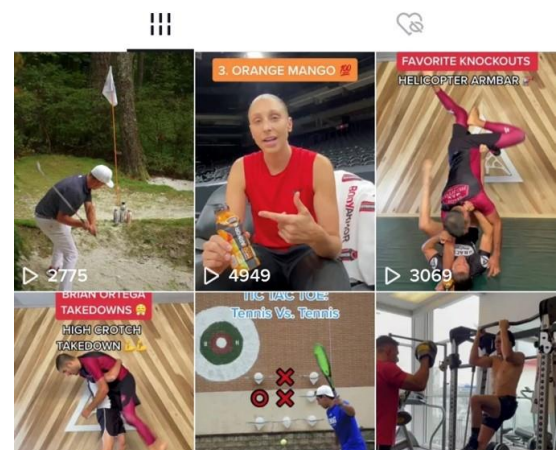
101.5K
Likes

Follow



Tag @drinkbodyarmor to be featured on our page

100





RESEARCH CONDUCTED

RESPONSES

6

73

57



Interviews

Survey 1

Survey 2



SURVEY 1

Insights



73 RESPONSES

10%

Have heard of the Women's Advisory Board

64%

Are somewhat – extremely satisfied with Gatorade's presence in the sports community

66%

Of women use Gatorade products

73 RESPONSES



SURVEY 2

Insights



57 **RESPONSES**



8%

Currently playing sports

13 YRS OLD

Average drop out age of sports

57 RESPONSES

WHY DID YOU STOP PLAYING SPORTS?

- No longer fun
- Did not see a future in it
- No longer a priority

WHAT WOULD HAVE MADE YOU PLAY LONGER?

- A more positive environment
- More opportunities in college
- If continuing sports would result
in a positive outcome

57 RESPONSES



INTERVIEWS

Consumer Profiles and Insights

CONSUMER PROFILE

Cory Eversman

Age: 30

High-school coach

Have you noticed a drop-off of female athletes between the ages of 13-18?

"Definitely around 13-14. A lot of them said it was too much effort to continue, or they would get burnt out."



“

*Focusing on the athlete
will keep young girls in
their sports for longer*

CONSUMER PROFILE

Kerissa Zbytowski

Age: 21

Former college cheer-leader

Why did you drop out of your sport?

"Cheer is never considered a sport so other athletes never take it seriously. There was also a lot of politics on the team as well."



“

Better funding and treatment of young female athletes will keep them engaged

CONSUMER PROFILE

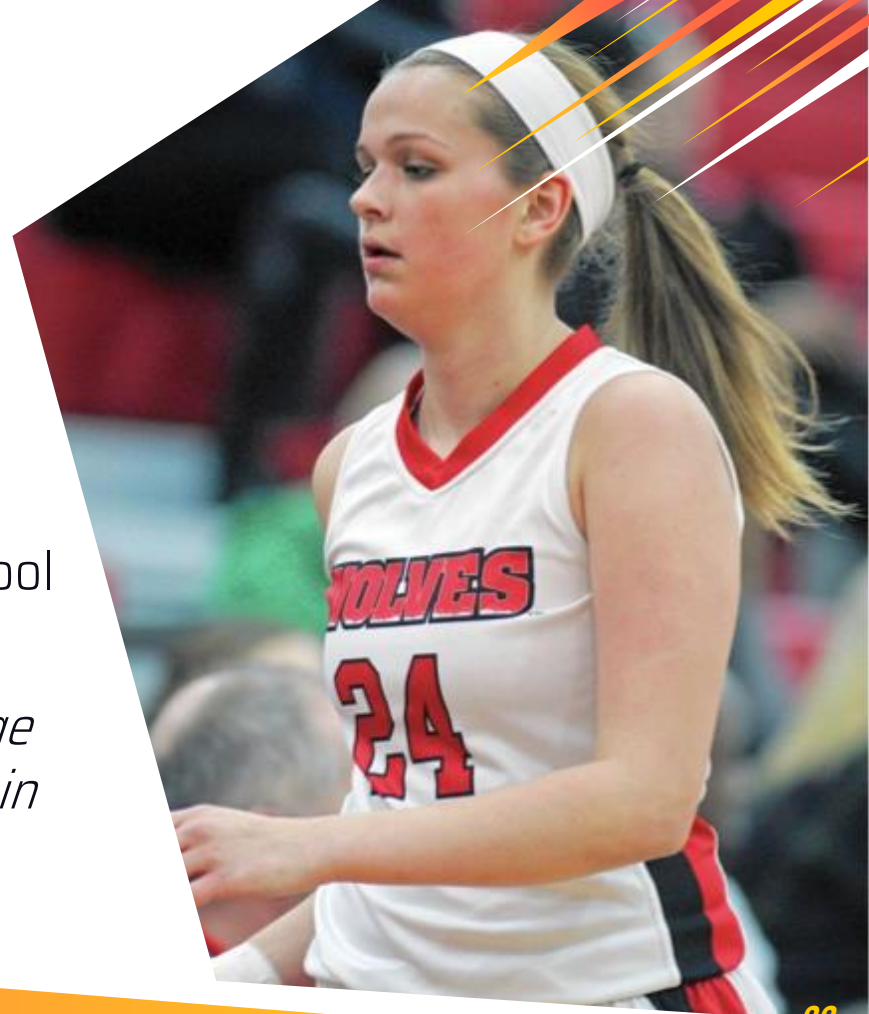
Julia Easter

Age: 24

Former college basketball player

How has playing a sport throughout high school and college impacted your career?

"I made a lot of connections throughout college basketball. One of my old teammates put me in contact with my current employer."



“

*Playing sports
throughout high school
and college can help you
further your career*



1.

HUMAN TRUTH

There are many short and long term benefits of playing a sport and being a female athlete

2.

BRAND TRUTH

Female athletes are very influential to Gatorade and the future of their brand

3.

CULTURAL SPARK

Female athletes lack exposure and appreciation, especially compared to male athletes

OBJECTIVES

Awareness

Build attention for the Women's Advisory Board by showcasing its members on social media and at local schools

(April – June 2022)

Acceptance

Gain a deeper connection between the Women's Advisory Board members and young female athletes

(August 2022 – June 2023)

Action

Utilize the Women's Advisory Board Members as advocates for women's sports to inspire young female athletes

(August 2022 – June 2023)

STRATEGIES

Awareness

Have Women's Advisory Board members engage with fans and young female athletes on social media and in-person activities

Acceptance

Through inspirational and emotional stories, Women's Advisory Board members will share their past experiences in athletics

Action

Change the perception of women in sports while increasing exposure within the sports community

OUR COMMITMENT





WOMEN: LEAVE YOUR LEGACY

Game plan



Foundation

Q1

Community Involvement

Q2

Social Media Campaign

Q3

Wrap-up Video

Q4



FIRST QUARTER

Foundation

Q3

QUARTER 1

- Website
- Social Media (including social media takeover)
- Promotional tour

Q1



WEBSITE

Mock-up

Q1

WABGATORADE

[Home](#) [Contact](#) [Team](#) [About](#)

GATORADE WOMENS ADVISORY BOARD

Leave Your Legacy



[Landing Page](#)

Q1

SOCIAL MEDIA

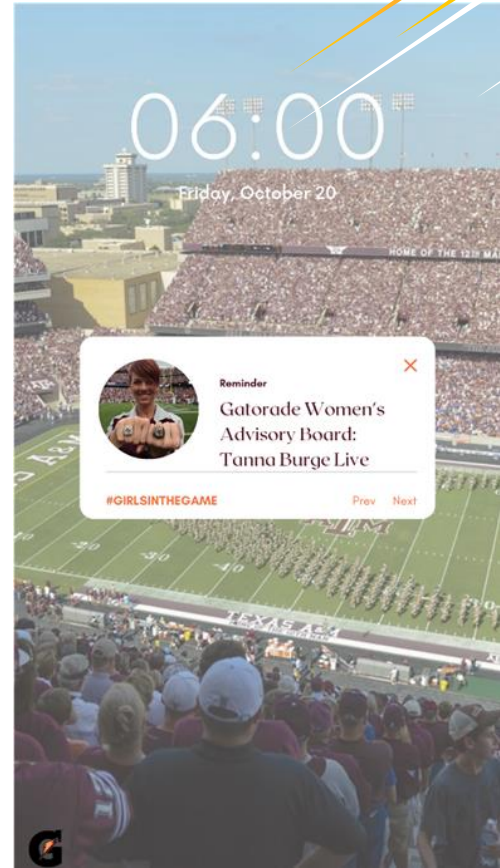


Q1

SOCIAL MEDIA

Instagram Live

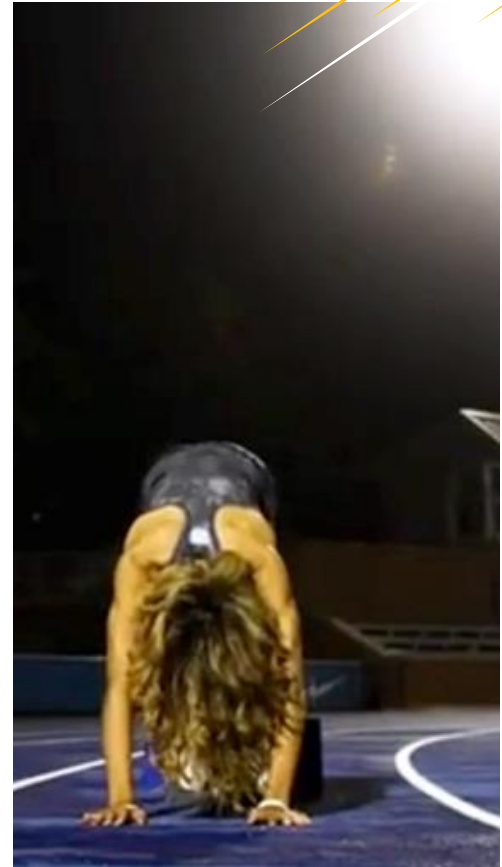
- Board member going live



SOCIAL MEDIA

Instagram Story

- Social Media takeover





PROMOTIONAL TOUR

Earned Media Placements



Q1

BOARD MEMBERS



Aminah Charles

Beats By Dre, Sports
Marketing Manager



Aleia Taylor

Women's Sports Foundation,
Chief Marketing Officer



Candace Parker

WNBA Champion, WNBA MVP,
Olympic Gold Medalist, and
NBA and NCAA analyst for
Turner Sports

MEDIA PLACEMENTS



Q1

HEADLINES

"Gatorade's Women Advisory Board is changing the game and keeping young girls in their sport" 

"Gatorade and Candace Parker are paving the way for the future for young female athletes"



"Gatorade's women are leaving their legacy on the world"





SECOND QUARTER

Community Involvement

QUARTER 2

- Community Involvement
- Young Board Member

Inspiring the future for female athletes

Q2



COMMUNITY INVOLVEMENT

QR Code



Q2

QR CODE





Q2

WABGATORADE

[Home](#) [Contact](#) [Team](#) [About](#)

Failure will never
overtake me if my
determination
to succeed is
strong enough.



GET INVOLVED

Name *

Enter your name

Email *

Enter your email

Subject

Type the subject

Message

Type your message here...

Contact Page

Q2

FUNDING & SPORTS EQUIPMENT





YOUNG FEMALE ATHLETE

Board Member



Q2



YOUNG BOARD MEMBER

- 13-18-year-old female athlete
- Inspire young female athletes



Q2



THIRD QUARTER

Social Media Campaign

QUARTER 3

- Social Media Tournament
- Young Athlete Social Takeover
- Bonus

Q3

SOCIAL MEDIA TOURNAMENT

- Players and teams submit video's and pictures
- Using **#GIRLSINTHEGAME**
- 10 teams picked

SOCIAL MEDIA

#GIRLSINTHEGAME

- TikTok



Q3

YOUNG ATHLETE SOCIAL TAKEOVER

- Players/teams selected will take over Women's Advisory Board social media for a day
- Utilize stories, going live and posts

REWARDS

- Meet board members/training session
- Social media takeover
- Tickets/ highlights at half-time
- Gatorade swag

Q3



FOURTH QUARTER

Wrap-up Video



WOMEN: LEAVE YOUR LEGACY

Video



Q4

VIDEO



TIMELINE

Q1 and Q2

Launch website/socials, QR code and promotional tour

1

APR 2022

JUNE 2022

2

End promotional tour

Q1

Q2

Continue community involvement with QR code

3

TIME-OUT

AUG 2022

4

Start social media campaign

Q3

Q3

End social media campaign

5

JUNE 2023

JULY 2023

6

Release wrap-up video

Q4

EVALUATION

Awareness

- ✓ Monitor site traffic on new website
- ✓ Track likes, follows and reposts
- ✓ Analyze volume of funding requests and involvement in social media campaign

Acceptance

- ✓ Monitor target audience's engagement in social media campaign
- ✓ Survey followers of Women's Advisory Board members

Action

- ✓ Observe the success of the teams that received funding
- ✓ Survey young female athletes who participated and evaluate their desire to stay in their sport

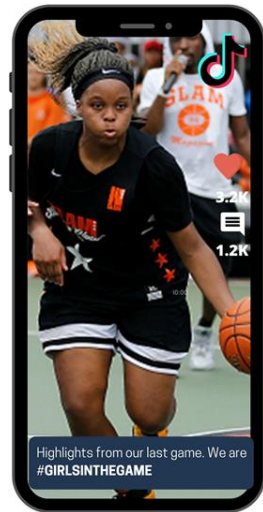
WHY THIS WORKS



Q1



Q2



Q3



Q4

ANY QUESTIONS?

