

# Gatorade Women's Advisory Board

## Executive Summary

### **Problem Statement**

Teen girls are dropping out of sports at a high rate.

### **Organizational Insights**

The Women's Advisory Board has support from athletic female leaders but does not have a lot of exposure due to its newness.

### **Target Audience and Key Insights**

The primary target audience is 13-18-year-old female athletes. They were identified because they are the ones that are primarily affected. That target audience dropped out of their sport because it wasn't fun, and they didn't see any benefits. It was found that having coaches focus on the athlete as an individual, increasing funding, and showing the benefits of playing a sport will keep girls in the game for longer.

### **Objectives**

- Increase awareness of the Women's Advisory Board
- Create a deeper connection between the Board members and young female athletes
- Utilize the Women's Advisory Board members as advocates for women's sports

### **Theme – Girls in the Game**

A Four Quarter campaign that is focused on keeping girls in the game. The Four Quarters were developed as a way to reflect the way many sports have four quarters and show the connection between our campaign and the target audience. The breakdown:

#### Q1 - Foundation

Quarter one focuses on building a foundation for the Women's Advisory Board. A website and various social media platforms will be created along with a promotional tour. Content will be curated for the target audience and created by the various board members. The promotional tour will involve board members Aminah Charles, Aleia Taylor, and Candace Parker and they will travel around the country giving interviews and sharing their personal sports stories. This will launch April 2022 and end June 2022 which aligns with the creation of the Board.

#### Q2 – Community Involvement

Quarter two focuses on getting the Board involved with young female athletes. This includes funding/sports equipment and the integration of a young female athlete board member. A QR code was created and placed on all Gatorade products and when scanned leads to the Board's website where people can sign up their young female teams to win funding and sports equipment. Including a young female athlete board member is crucial to inspire other young female athletes. This will launch in April 2022 and continue for the Board's existence.

#### Q3 – Social Media Campaign

Quarter three focuses on utilizing social media to connect with the target audience. A Social Media Tournament was implemented. Players and teams submitted videos and pictures using #GIRLSINTHEGAME with 10 teams being picked. Those players/teams selected will take over the Board's social media for a day, meet board members in person, get tickets/highlights at half-

time of Board members games, and get Gatorade swag. This will launch in August 2022 and end June 2023 to be inclusive of all sports timelines.

#### Q4 – Wrap-up Video

Quarter four focuses on showcasing all the campaign's accomplishments. A Leave Your Legacy video that highlights the promotional tour, funding, and Social Media Tournament. This will launch in July 2023.

#### **Why This Works**

We raise awareness for the board within Quarter one of the campaigns by creating a website, socials, and a promotional tour. Creating a deeper connection between Board members and young female athletes was achieved in Quarter two and Quarter three where the Board was in direct contact with those young female athletes. Utilizing the Board members as advocates for women's sports was seen throughout each quarter of the campaign from the promotional tour and young female athlete board member to meeting with the young athletes and having a video highlighting their influence.