



## GATORADE G-SERIES LAUNCH

**What if instead of bringing the athlete to the locker room, we brought the locker room to the athlete?**

Gatorade recently unveiled its biggest product launch in history – the G-Series. Gatorade challenged Fathom with developing a laser-focused marketing effort to bolster grassroots awareness, buzz and purchase intent among its target demographic, “performance” athletes 13–17 years old.

Our solution was the G-Series Mobile Locker Room, a professional-grade locker room, which traveled to nine high schools across the country. Why a locker room? It’s one of sport’s most pivotal locations – the setting for pregame rituals, inspiring pep talks and spirited celebrations. What better environment to introduce a product that is designed to be consumed before, during and after training or competition?

This nine-week experiential campaign was designed to give athletes an immersive introduction to G-Series through contextual sampling, fluid loss testing, hydration education and live/virtual “chalk talks” from professional athletes including Serena Williams, Hines Ward, Chris Long, Josh Cribbs and more.

Over 20 million PR impressions later, the program successfully boosted awareness, buzz and purchase intent among this hard-to-reach segment – 70% of student athletes engaged stated they would definitely purchase the G-Series product.

