

Case Study: Gatorade Sport Science Institute – University Tour

Background: The Gatorade Sport Science Institute (GSSI) University Tour visits UK universities to raise the profile of Gatorade and GSSI amongst key sports science influencers

Timing: 2008, 2009 & 2010

Activity: Co-ordinate and build relations with universities; facilitate presentations and Q&A sessions for GSSI scientists and Gatorade Sports Ambassadors; liaise with key tour partners including British Cycling, BASES & Dr Tim Brabants; organise faculty meetings; provide a commercial platform for Gatorade

Results: In 2010 over 850 students, sports teams and key influencers attended the lectures

Reach: Over 10,000 people heard about the tour via publicity and ezines

Client comment:

Xiaocai Shi, GSSI Principal Scientist

“Thank you for your time and efforts to help make this university tour so successful on behalf of GSSI. It is a great programme for consumer education to promote science and build Gatorade’s scientific credibility. Thank you and your team so much for your continuous support for Gatorade and GSSI”

