



GATORADE®

CONCEPT

In this concept for Gatorade, the focus is on capturing the brand's essence of rehydration and energizing qualities. The Gatorade logo, with its lightning bolt, serves as a graphical representation of how the drink provides energy and power to the consumer.

The concept takes a unique approach by using a waterfall of colors to form the Gatorade logo. This visual metaphor symbolizes the refreshing and hydrating properties of the beverage, evoking a sense of revitalization. The vibrant colors used in the logo, such as orange, black, red, white, and blue, enhance the visual impact of the ad and grab the viewer's attention.

To further enhance the energetic and engaging experience, the concept incorporates positive and dynamic music. The music selection adds to the overall energy of the ad, complementing the visuals and creating an appealing and exciting atmosphere for the viewers.

Overall, this concept aims to showcase Gatorade as a drink that not only rehydrates but also energizes, highlighting its role in sports and physical activities. The combination of visual elements, such as the waterfall of colors and the iconic logo, along with the use of uplifting music, creates a compelling and memorable advertisement that aligns with the brand's image.

RESEARCH

Gatorade, a popular sports drink, has a fascinating origin story. In 1965, Dewayne Douglass, an assistant football coach at the University of Florida, collaborated with a group of scientists on campus to address the issue of players feeling negatively when overheated during physical activities. This led to the realization that the players needed to replenish their body fluids to maintain performance.

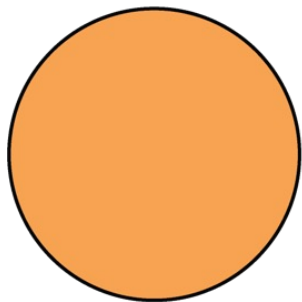
Dr. James Robert Cade and his team of researchers, including Dr. H. James Free, Dane Shires, and Alex De Quesada, took on the challenge of developing a sports drink to address this need. Through their extensive research and experimentation, they formulated what would become Gatorade—a drink specifically designed to rehydrate and replenish essential electrolytes lost during physical exertion.

The introduction of Gatorade revolutionized the sports beverage industry. Its unique formulation and effectiveness in enhancing athletic performance quickly gained recognition and popularity among athletes and sports enthusiasts. Gatorade's success continued to grow, and by 2015, it had generated over 1 billion dollars in revenue.

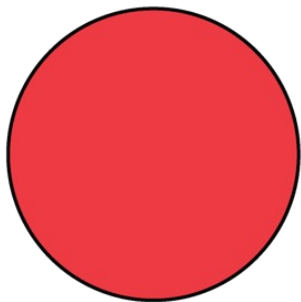
This remarkable journey from the collaboration between a football coach and a team of scientists to the creation of a billion-dollar sports drink showcases the importance of innovation, research, and understanding the specific needs of athletes. Gatorade's impact on the world of sports and its contribution to the science of hydration and performance have solidified its status as a leading brand in the sports beverage industry.

COLOR PALETTE

MOODBOARD



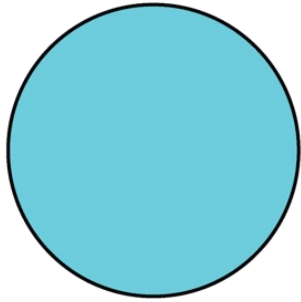
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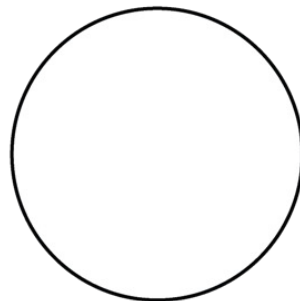
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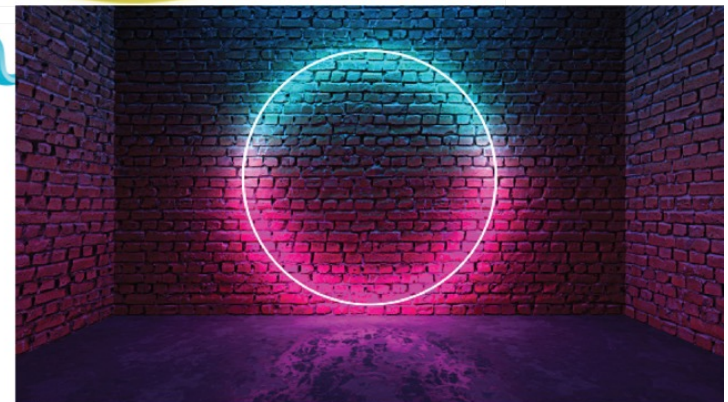
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#ffc906



#FFFFFF



THUMBNAIL 1&2



Panel 1: The first scene will be dripping color falling from the top.



Panel 2: The color dripping will get longer like a waterfall.

THUMBNAIL 3&4



Panel 3: The color fluid will start to flow into a solid.



Panel 4: The color fluid will start to form the Gatorade logo as the type part of the logo starts to fade in.

THUMBNAIL 5



Panel 5: The final scene is where the logo will be completed and glow for a second.