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BRAND AUDIT: GATORADE



Grin Verlag Feb 2012, 2012. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This Demand Titel. - Research Paper from the year 2011 in the subject Communicati Marketing, printed single-sided, grade: A, University of Florida, The Gatorade Brand is a dominating force in the sports drink industry. Throughout the past, it has achieved a sustainable competitive advantage by developing their marketing mix which includes product strategy, pricing strategy, promotional mix, and a distribution strategy. This brand audit aims to analyze Gatorade's marketing mix, and examine how it varies when it targets non-multicultural consumers. Or in other words, how its marketing strategy varies when it is applied to an international market. Executive Summary Gatorade is an extremely popular sports drink brand and has outstanding brand awareness and loyalty. It markets its unique products mainly to pre-adult groups who ages from 13 to 24. As what John Sicher, the editor of Beverage Digest, says, "The 13 to 24 age group are the cutting edge of where these sports drink brands are competing". This is a tough market for any company to communicate with, since the youth people now are not using traditional media outlets. In order to overcome this obstacle, Gatorade has extended to become a lifestyle company, promoting an active and self-improvement lifestyle. In order to reach its target market, Gatorade adopts a very competitive marketing mix to its products sold. First of all, Gatorade spends a lot of money on the product innovation and development. Secondly, its low-price strategy makes the products more welcomed by the consumers. Thirdly, by its distribution system, Gatorade can get its products sold in the supermarkets, liquor stores, department stores, and soon. Besides, Gatorade's promotional mix which includes advertising, public relation planning, sales promotion, sponsorship, and personal selling, also contributes much to its dominating 80% market share.

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