

“G” Manifesto

Ad Creative:

The centerpiece of the “G” Manifesto campaign is a series of signature television spots that describe the meaning of “G” and demonstrate how Gatorade is connecting to a broader range of athletes and active people. In a Gatorade context, G is the heart, hustle and soul of athleticism and is a badge of pride for anyone who sweats, no matter where they are active.

Noteworthy Ad Specifics:

The G campaign brings together 31 athletes representing 18 sports, who have made their mark on sports and culture over the past six decades, and captures them in a dramatic black and white style by acclaimed film director Spike Lee. The director’s powerful style has coaxed powerful performances from this cast of sports icons.

Another stand-out feature of the commercials is the narration which is provided by hip-hop sensation, Lil’ Wayne, a performer who has been embraced by mainstream pop culture in a way few artists have.

Ad Agency Team: TBWA/Chiat/Day (Los Angeles)

Broader Brand Strategy

From a marketing standpoint, the “G” Manifesto represents a whole new game for Gatorade. It features a breakthrough roster of athletes and active people, the likes of which have never before been seen in a Gatorade spot. The commercials aired originally in the Rose Bowl and other BCS games without branding to create intrigue and to allow consumers to define “G” for themselves before connecting it to our brand. Based on Google searches for ‘what is G,’ blog postings, online conversations and even consumer-generated re-makes of the ads, the G campaign has successfully engaged a wide range of consumers and generated discussion about the meaning of “G” and its connection to Gatorade. In addition to the television spots, the campaign includes print, out-of-home and online advertising.

The campaign is part of an overall strategy to shake things up and speak to a broader range of athletes and active people so that more people see themselves in the brand. The campaign complements new, redesigned packaging that puts the letter “G” front and center along with the brand’s iconic lightning “bolt” on Gatorade Thirst Quencher bottle. Additionally, Gatorade has introduced enhanced product extensions with bold, loaded-with-athlete-attitude names like “Bring It,” “No Excuses,” “Be Tough” and “Shine On” on the label and the added nutrition benefits of vitamins inside.

Spot Talent

Muhammad Ali – He holds a professional boxing record of 56-5, with 37 knockouts, was an Olympic Light Heavyweight gold medalist, and won the Heavyweight Championship three separate times.

Usain Bolt – He is a Jamaican track and field star who currently holds the World Record in the 100m and won three gold medals at the Beijing Olympic in the 100m, 200m and 4x100m relay.

Nadia Comaneci- She is a former Romanian gymnast who won nine Olympic medals, five gold, and was the first gymnast to be awarded a perfect 10.

Terje Haakonsen – The creator of the aerial snowboard maneuver, The Haakon Flip, he has won three International Snowboarding Federation (ISF) half-pipe championships, is an influential snowboard designer working with Burton, and starred in the snowboarding documentary *First Descent*.

Mia Hamm – American soccer star who holds the record for most goals in international play with 158 goals, has three Olympic medals, including two gold, and has won two World Cup championships.

Jabbawockeez – A male Hip-Hop dance crew that won MTV’s competition, “America’s Best Dance Crew.”

Derek Jeter – He is a nine-time MLB All-Star, three-time Gold Glove winner, three-time Silver Slugger winner, four-time World Series champion, and 2000 World Series MVP.

Jimmie Johnson – He is a NASCAR driver who has won three consecutive Cup Series championships, a feat only accomplished by one other driver in history.

Michael Jordan – Nicknamed “Air Jordan” or “His Airness,” he was the third overall draft pick in the 1984 NBA Draft by the Chicago Bulls, and went on to be a two-time Olympic gold medalist, 14-time All-Star, six-time NBA champion, and five-time NBA MVP.

Jackie Joyner-Kersey – She is a five-time U.S. Olympic medal winner, including gold medals for the long jump and heptathlon.

Billie Jean King – She has 39 Grand Slam Titles (including singles, doubles and mixed), 12 of which as singles champion, is the first American woman to win titles on all four surfaces, and is a member of the Court of Fame at the USTA National Tennis Center (2003).

Peyton Manning – He was the top overall draft pick in the 1998 NFL Draft; has won multiple NFL MVP awards and was named MVP of Super Bowl Super Bowl XLI after leading the Indianapolis Colts to victory.

Misty May-Treanor – Nicknamed “Turtle,” she is two-time Olympic beach volleyball gold medalist (2004 and 2008), has won three Association of Volleyball Professionals (AVP) Crocs Cup Championships with Kerri Walsh, and has the most wins of any woman who ever played.

Jason McElwain – Nicknamed “J-Mac,” he is an autistic youth who in the four career minutes of high school basketball he played, scored 20 points on 7-9 shooting; a true inspiration.

Jessica Mendoza – Helped lead the United States Women’s Olympic Softball team to a gold medal in 2004 and silver medal in 2008, and was USA Softball Female Athlete of the Year in 2006.

Paula Newby-Fraser – Newby-Fraser is referred to as “The Queen of Kona” for her performance in 24 Ironman Championships. Her 1988 finish (11th overall) has been called the “greatest performance in endurance sports history.”

Chaz Ortiz – He is a 14-year-old skateboarder with an impressive resume already, winning the ’08 AST Dew Tour, and taking a silver medal at the X-Games in Mexico City.

Candace Parker – She was the WNBA’s top overall draft pick in 2008, which she then parlayed into the 2008 Rookie of the Year and MVP awards, and is well known for being the first woman to slam dunk in the Women’s NCAA Basketball Tournament.

Jackie Robinson- He was a six-time ALL-Star, NL Rookie of the Year, NL MVP, a World Series Champion, Hall of Famer, and he broke the color barrier, becoming the first African American to play baseball in the Major Leagues.

Bill Russell – He was a 12-time NBA All-Star, 11-time NBA champion, five-time NBA MVP, an Olympic gold medalist, and a NBA Hall of Famer; named one of the 50 greatest players in NBA history.

Tommie Smith & John Carlos – Respective Olympic gold and bronze medalists in the 200m from 1968, and remembered for raising black-gloved fists to symbolize the struggle by African Americans for civil rights in the United States.

Picabo Street- She is an American skier who has won a gold and silver medal in the Olympics.

Dwyane Wade – Nicknamed “Flash,” Wade was the fifth overall pick in the 2003 NBA Draft and led the Miami Heat to the 2006 NBA title, during which he was named Finals MVP; has won bronze and gold medals with the US Olympic Basketball Team.

Kerri Walsh – Nicknamed “Six Feet of Sunshine,” she is two-time Olympic beach volleyball gold medalist (2004 and 2008), and has won three Association of Volleyball Professionals (AVP) Crocs Cup Championships with Misty May-Treanor.

Serena Williams – She is a professional tennis player who has won 18 Grand Slam Titles, including nine in singles events, and has won two Olympic gold medals for doubles.

John Wooden – College basketball coaching legend who had a career record of 671-161, notched 38 consecutive NCAA Tournament wins, won 10 National Championships (seven in a row) and is in both the NBA and College Basketball Hall of Fame.

Tiger Woods – He is second all-time in Major Championship wins with 14, third all-time in PGA wins with 65, is the youngest and fastest to win 50 tournaments on tour; two-time selection as Sports Illustrated's *Sportsman of the Year*.