



Brand Audit: Gatorade

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Grin Verlag Feb 2012, 2012. Taschenbuch. Book Condition: Neu. 210x148x21 mm. Demand Titel. - Research Paper from the year 2011 in the subject Commun Marketing, printed single-sided, grade: A, University of Florida, language: English. The Gatorade Brand is a dominating force in the sports drink industry. Through a sustainable competitive advantage by developing their marketing mix which includes product strategy, pricing strategy, promotional mix, and distribution strategy. This brand audit aims to analyze Gatorade's marketing mix, and examine how it varies when it targets on multicultural consumers. Or in other words, how its marketing strategy varies when it applies 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 group who ages from 13 to 24. As what John Sicher, the editor of Beverage Daily says, the cutting edge of where these sports drink brands are competing. This is a tough market for any company to communicate with, since they use traditional media outlets. In order to overcome this obstacle, Gatorade tends to be a lifestyle company, promoting an active and self-improvement lifestyle. In order to reach its target market, Gatorade adopts a variety of marketing mix to get its products sold. First of all, Gatorade depends a lot on its product innovation and development. Secondly, its slow pricing strategy makes the products more welcomed by the consumers. Thirdly, its distribution system, Gatorade can get its products sold in the supermarkets, liquor stores, and soon. Besides, Gatorade's promotional mix which includes advertising, public relation planning, sales promotion, and personal selling, also contributes much to its dominating 80% market share. English.



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