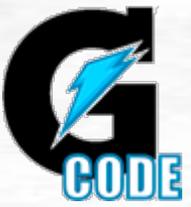


# Introducing, The G-Code by Gatorade



## INSIGHT

Men aspire to be positive role models, but by refusing to ask for help they are negatively affecting the next generation of men.

## IDEA

The G-Code will empower a revolution that not only normalizes men asking for help, but expects it.

1

### DISRUPT THE INDUSTRY WITH A NEW SYMBOL OF SUPPORT

Gatorade will replace the most iconic assets in sport, swapping the green bottles and towels for blue ones.

2

### IGNITE THE REVOLUTION

Across the country athletes will proudly announce that they have signed the 'G-Code', a code of conduct committing that they will ask for help when they need it.

3

### DEMAND A COMMITMENT TO CHANGE

The G-Code will be accessible online for anyone to sign and proclaim their commitment to change. To continue momentum, Gatorade will distribute exclusive kits to all G-Code signees reminding them to text 68-68-68 creating a visible support group across Canada.



CLIENT: Kids Help Phone X Gatorade

## 1. IDEA NAME

The G-CODE

## 2. MARKETING OBJECTIVE

Empower men of all ages to be their best by inspiring a commitment to 'The G-Code', a pledge that states they will not be afraid to ask for help when they need it and will encourage all others to do the same.

### Strategic Objective:

Despite representing 75% of suicides in Canada, young men only represent 22% of the call volume for KHP. In order to maximize access of the platform, KHP must breakthrough with young men by connecting in a new and relevant way.

### Business Objective & KPIs:

1. *Maximize access to KHP:* Increase % of male calls +15pts, from 22% to 37%
2. *Improve G Brand Equity:* Elevate 'Brand I Love' Metric +5pts
3. *Inspire a revolution for change:* Over 100,000 signatures committed to 'The G Code'

## 3. ROLE OF COMMUNICATION

The communication of 'The G Code' is designed to inspire a feeling of community and accountability to one-another amongst men of all ages, with a focus on men aged 23-29 who are commonly looked up to as role models to younger boys.

The key message to the target is "if you don't ask for help, they won't either", urging men to proudly sign the G-Code, proclaiming their commitment to ask for help when they need it.

## 4. TARGET

*The Forever Athlete:* Canadian men age 23-29, former athlete and aspiring role model to future athletes

Mark is a 24 year old former hockey player who just started working at a local landscaping business. Despite his high-school hockey career ending 5 years ago, Mark continues to identify as an athlete and aspires to be a positive role model to young athletes in his community. Like all young men, Mark understands that growing up can be tough, so he tries to be a support system for his younger brother, Aaron. Since their father passed away last summer, Aaron has been distant from Mark, only sharing a good morning or good night when they cross paths. Their mom has asked that they both see a counsellor to help deal with the grief, but Mark was adamant that he was fine and Aaron echoed the same sentiment.

Mark knows that his younger brother is going through a tough time and is worried that he has nobody to talk to but he doesn't know how to help. Unfortunately, Mark doesn't realize that by refusing to ask for help he has created an environment where his younger brother Aaron feels like he shouldn't ask for help either. Aaron looks up to his big brother and now Mark needs to lead by example to show that real strength means asking for help when you need it.

## 5. INSIGHT

### Human Truth:

Boys want to be like their older role models

### Category Truth:

In Canada, young men don't ask for help as much as they should (*young men represent 75% of suicides but only 22% of call volume for KHP*)

Insight:

Men aspire to be positive role models, but by refusing to ask for help they are negatively affecting the next generation of men.

**6. KEY MESSAGE**

“If you don’t ask for help, they won’t either.”

**7. REASONS WHY**

- As one of Canada’s most beloved and recognized brands, Gatorade has the scale and credibility to evolve the ‘win from within’ brand positioning from a function-forward inspirational brand to a values-centric performance brand at the forefront of a cultural revolution
- Both KHP & Gatorade have built a strong foundation of trust with consumers, demonstrating a long history of legitimate impact with real results
- ‘The G Code’ will transform how consumers perceive ‘asking for help’ by allowing everyday people to proudly stand alongside professional athletes to proclaim their commitment to asking for help when they need it

**8. BRAND CHARACTER**

The G Code is the perfect combination of KHP and Gatorade values, sharing common ground and evolving to breakthrough with the target. This brand tone is resilient, inspiring, courageous, collaborative, and trustworthy.

**9. DELIVERABLES**

Timing:

- June 13, 2019 (Men’s Mental Health Day) – September 1, 2019

Campaign Elements:

- Packaging (\$100M)
- Production (\$200M)
- TV/OLV Media (\$2.0MM)

Media Considerations:

- Focus on earned media: Leverage Gatorade’s vast network of influence with official partners: NHL, Demar Derozan, Sidney Crosby, Hailey Wickenheiser

Mandatories:

- Must include the #GCode in all assets