Claire McKnight

Fall 2012

SC 3353.003

Advertising Exam

**Strategic Message Planner: 4th Quarter**

**Advertising Goal**

To create an effective campaign that introduces a new line of sports beverages called 4th Quarter.

**Client Key Facts**

* Founded in June 2009 by Mike Gundy and Michael Rhone in Stillwater, Okla.
* Started when coach Mike Gundy came to nutritionist Michael Rhone asking him to develop a sports drink that would enhance his players’ performance in the fourth quarter of a football game.
* Beverage was completed before the start of the Oklahoma State University 2009 football season.
* Since Rhone completed the drink, the Cowboys have used it and seen remarkable performance results.
* Uses recyclable materials to make its bottles and packaging.
* Company’s primary product is 4th Quarter sports drink, which comes in four different flavors.
* Official drink of the OSU Cowboys who were last year Big 12 champions in 2011.
* Won the Nutritional Drink of the Year Award in 2011.
* 4th Quarter primarily sells its sports drink to convenience stores or grocery stores like Walmart or gas stations.
* Total revenues in the past fiscal year were $8.5 million.

 **Product Key Features**

1. 4th Quarter is a sports drink.

2. Provides hydration to high performance athletes. Replenishes electrolytes and carbohydrates. Gives athletes energy to finish strong.

3. 4th quarter comes in four different flavors: orange, fruit punch, lemon-lime and blue raspberry. Also, its ingredients include vitamin C and B12 unlike leading competitors.

4. Created for high performance athletes.

5. Ingredients include filter water, brominated vegetable oil, sucralose, high fructose corn syrup, citric acid, natural flavors, salt, sodium citrate, glycerol ester of wood rosin and artificial flavors. Combined, these ingredients provide energy for activities and ensure hydration.

6. These materials do not have their own ingredients.

7. Drink is to be used for high performance workouts.

8. Dr. Michael Rhone, a researcher at Oklahoma State University and head football coach Mike Gundy developed 4th Quarter. This partnership provides an advantage over competitors because it combines a nutritional and an athletic expertise.

9. 4th Quarter ingredients are water, sugar, table salt, carbohydrates, electrolytes (110 mg sodium, 30 mg potassium, 93 mg chloride), high fructose corn syrup, artificial colors, glucose, fructose, sugar, vitamin c and vitamin B12. These ingredients are purchased from Good Earth, a wholesaler who specializes in ingredients for sport and energy drinks.

10. Dr. Rhone used a scientific process to create this product. He studied the athletic strains of high performance workouts and the nutritional drains they caused. He then used this information along with electrolyte technology to create a 4th Quarter.

11. Dr. Rhone uses margarita mixers to mix his product. Utilizing the vortex created in liquid with these devices, Rhone was able to blend the product to a desirable consistency both for consumption and transportation.

12. Product is sold in stores such as Walmart and Target. Also sold in convenient stores at gas stations and in sports performance stores such as GNC.

**Target Audience**

 The target audience for this ad is high performance athletes, aged 13 to 35. They typically participate in competitive sports such as football, soccer, track, swimming, Tri-Athlons and many others. Not only do they compete in competitive sports but also they have a rigorous daily work out routine that requires them to hydrate their bodies and replace electrolytes. According to a study done by the National Athletic Trainers Association dehydration and loss of electrolytes pose a real threat to high performance athletes.

 Most people who participate in sports and exercise also have a higher degree of education. Among people 25 years or older, those with a bachelor’s degree were more than twice as likely to exercise. Also people who exercise and play sports have higher incomes than people who do not.

 The target audience makes exercising and sports a priority in their lives. They are always busy and active and in need of rehydration. They also see healthy lifestyles as a necessity in life.

**Product Benefits**

* Replenishes electrolytes
* Hydrates body
* Sustains energy
* Prevents muscle cramps
* Tastes good

**Direct Competitors and Brand Images**

* Gatorade: Target audience believes that this leading brand also provides hydration. However, target audience wishes that the product did not cause weight gain and provided more water in the formula.
* PowerAde: This is the second leading brand in sport beverages; they also replenish electrolytes and provide rehydration. However target audience wishes there were more flavors.

 **Indirect Competitors**

* Red Bull: Red Bull is the leading brand in energy drinks. Used has a performance enhancer that helps provide concentration. However this beverage more expensive compared to other beverages.
* Monster Energy Drinks: Second leading brand in energy drinks. Target audience likes the number of diverse flavors. However drink is does cause some cardiovascular concerns due to the amount of caffeine.

 **Product Brand Image**

* Current brand image: 4th Quarter does not have a current brand image because it has not been marketed to consumers yet. OSU’s athletes are the only ones to use the product as of yet.
* Desired brand image: 4th Quarter is a tasteful sports drink that provides hydration and electrolytes.
* Brand image challenge: Making target audience aware of a new sports beverage.

**Strategic Message**

4th Quarter sport beverages will rehydrate your body and replenish your electrolytes after strenuous workouts and performances.

 **Supporting Evidence**

* Researcher Dr. Rhone has created 4th Quarter with high performance athletes in mind.
* Product testing has shown improvements in endurance and hydration in high performance athletes.
* 4th Quarter uses natural fruit flavors.
* 4th Quarter is used by a nationally ranked athletic team; the Oklahoma State Cowboys.

**Title:** Finish Strong

**Client/Sponsor:** 4th Quarter Energy

**Length:** 30 seconds

**Air Dates:** Jan. 1 – Feb. 28

|  |  |
| --- | --- |
| SFX: Sound of a football game with fans cheering. (Establish, then fade out)ANNOUNCER: (Deep voice, like that of Morgan Freeman)SFX: Football commentators discussing the score of the game. (Establish and then fades but it is still faint while announcer is talking)ANNOUNCER:SFX: Referees blowing the whistle signaling a timeout. (Establish and then fade out)ANOUNCER:SFX: Sounds of someone drinking a beverage. (Establish and then fade out)ANNOUNCER: SFX: Football commentators celebrating the winning touchdown of the football game. ANNOUNCER: | It’s the fourth quarter of the game. The score is tied. It’s time to make that winning touchdown. But you just aren’t sure if you can do it. You’ve given it your all, you left it all on the field, you just can’t do it anymore until…Your coach signals a time out and puts the winning factor in your hands, fourth quarter energy. The sports drink that not only hydrates your body, but also gives you the energy to play the fourth like you did the first. 4th Quarter: Finish Strong! Get your 4th Quarter drinks at any local Walmart or gas station. Also, visit our Website at 4thquarter.com.  |

###

**Title:** Finish Strong

**Client/Sponsor:** 4th Quarter Energy

**Length:** 60 seconds

**Air Dates:** Jan. 1 – Feb. 28

|  |  |
| --- | --- |
| ESTABLISHING SHOT: Football team playing at night camera swings to score board. ANNOUNCER: W/S: Crowd cheering in the stands. ANNOUNCER: C/S: Football player deep in thought. ANOUNCER: W/S: Coach signaling for a timeout. C/S: Team jogging off field. SFX: Commentators discussing the score of the game and the energy of players. C/S: Coach giving player 4th Quarter sports drink.ANNOUNCER:C/S: Black background with 4th Quarter in the center of shot. C/S: Player drinking energy drink. ANNOUNCER: W/S: Players go back on the field and get in formation. The whistle blows and the players then make the winning play of the game. W/S: Crowd cheering.C/S: Black background with 4th Quarter centered in shot. ANNOUNCER:  | It’s the fourth quarter of the game. The score is tied. It’s time to make that winning touchdown. The crowd is cheering you on in the stands. But you just aren’t sure if you can bring that win to the cheering fans. You’ve given it your all, you left it all on the field. You just can’t do it anymore until…Your coach brings you off the field, your ready for the talk but instead he gives you 4th Quarter.The sports drink that not only hydrates your body, but also gives you the energy to play the fourth like you did the first. 4th Quarter: Finish Strong! Get your 4th Quarter drink at any local Walmart or gas station. Also, visit our Website at 4thquarter.com.  |

###

**References**

(2009). *Football players*. (2009). [Web Photo]. Retrieved from <http://www.sodahead.com>

(2009). *Gatorade*. (2009). [Web Photo]. Retrieved from <http://konigi.com/design/gatorade>

(2009). *Hispanic football player*. (2009). [Web Photo]. Retrieved from <http://m.inmagine.com/image-ptg01516949>

(2012). *American football*. (2012). [Print Photo]. Retrieved from <http://www.digit-8.com/games/everything-about-football-in-one-place/>

Auerbach, J. (Photographer). (2011). *What is defeat?* . [Web Photo]. Retrieved from <http://bigfrog104.com/tgif-thought-beyond-the-agony-of-defeat/>

Casa, D., Armstrong, L., Hillman, S., Montain, S., Reiff, R., Rich, B., Roberts, W., & Stone, J. (2000). National athletic trainers' association position statement: fluid replacement for athletes. *Journal of athletic training*, *35*(2), 212-214. Retrieved from <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1323420/>

Football sound effects. AudioMicro. Retrieved from <http://www.audiomicro.com/sound-effects/sports/football>

Ireland, J. (2011, March 28). *Pros and cons of Gatorade*. Retrieved from <http://www.livestrong.com/article/75345-pros-cons-gatorade/>

Mahoney, J. (Photographer). (2010). *Scoreboard*. [Web Photo]. Retrieved from <http://redraiders.com>

Mitchell, G. (2011, March 29). *Pros & cons of monster energy drinks*. Retrieved from http://www.livestrong.com/article/307222-pros-cons-of-monster-energy-drinks/

*Red Bull drink review*. (n.d.). Retrieved from <http://www.dietspotlight.com/red-bull-energy-drink-review/>

Schmidt, B. (Photographer). (2006). *Oklahoma state football fans*. [Web Photo]. Retrieved from <http://www2.ljworld.com/photos/2006/oct/29/>

Shipman, B. (Photographer). (2010). *Brett blackman*. [Print Photo]. Retrieved from <http://www.standard-democrat.com/story/1619012.html>

*Sports and exercise*. (2008, May). Retrieved from <http://www.bls.gov/spotlight/2008/sports/>

Wickford, H. (2010, Oct. 16). *What are the benefits of Gatorade*? Retrieved from <http://www.livestrong.com/article/280793-what-are-the-benefits-of-gatorade/>

Williams, C. (Photographer). (2012). *Northwest lions football team*. [Web Photo]. Retrieved from <http://fenton-highridge.patch.com>