



**GATORADE®**

# CONCEPT

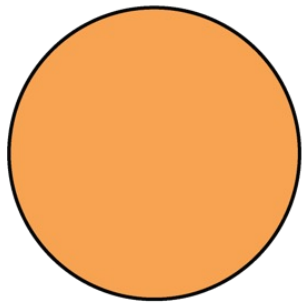
Gatorade is famous for its drink for rehydrating and energizing people, mostly used in sporting events. It comes in many flavors, my favorite is fruit punch. The Gatorade logo lightning bolt is a graphical explanation that represents how it energizes and gives power to the drinker. In this concept for Gatorade, the use of a waterfall of colors to form the Gatorade logo is a unique way to represent the brand's energizing and hydrating properties. The use of orange, black, red, white, and blue colors in the logo adds a visual impact to the ad and catches the viewer's attention. The use of positive and dynamic music will further add to the overall energy of the ad and make it more appealing to the viewers.

# RESEARCH

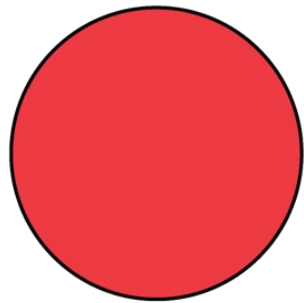
The Gatorade product was created in 1965 when University of Florida assistant football coach Dewayne Douglass met with a group of scientists on campus. The coach and scientist were trying to find out why the Florida players were feeling negatively when they got heated. They found that the player needed to replace their body fluid during the physical events. Dr. James Robert Cade and his team of researchers (doctor H. James Free, Dane Shires, and Alex De Quesada) developed the sports drink and it is a huge success. Gatorade made over 1 billion dollars in 2015.

# COLOR PALETTE

# MOODBOARD



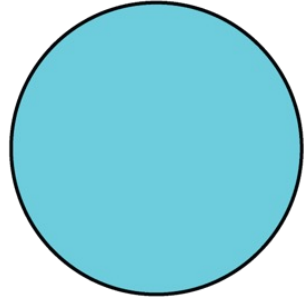
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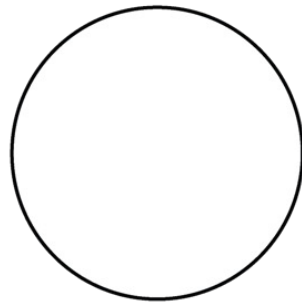
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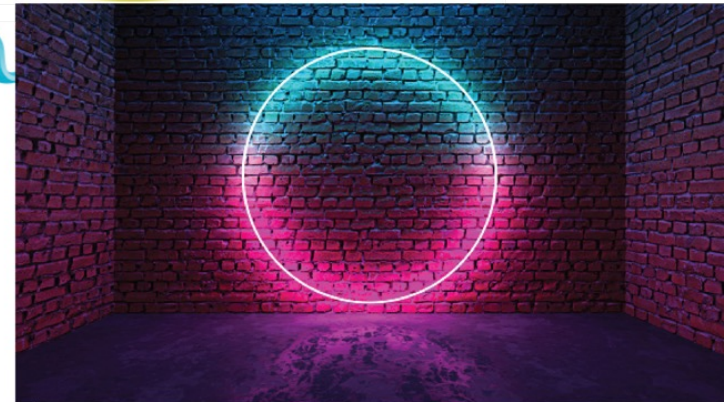
#231F20



#ffc906



#FFFFFF



# THUMBNAIL 1&2



Panel 1: The first scene will be dripping color falling from the top.



Panel 2: The color dripping will get longer like a waterfall.

# THUMBNAIL 3&4



Panel 3: The color fluid will start to flow into a solid.



Panel 4: The color fluid will start to form the Gatorade logo as the type part of the logo starts to fade in.

## THUMBNAIL 5



Panel 5: The final scene is where the logo will be completed and glow for a second.