

THIRSTI & ISOFIT+

COMRADES MARATHON 2022

STRATEGY & ROLLOUT



*sting - 10 second
squeezeback - 10 second*

OBJECTIVES

BRAND OBJECTIVES

Position ISOFIT+ as the Ultimate Sports Hydration

Make ISOFIT+ the go to sports electrolyte sports drink in SA.

How?

Create Brand Awareness for ISOFIT+

With ISOFIT+ breaking away a stand alone brand under the THIRSTI umbrella, it is the perfect opportunity to create some hype about the product. Comrades is for athletes and so is ISOFIT+, making the event and the brand perfect partners.

Boost Product Benefit Awareness

Speak about the product benefits and why it is the Ultimate Sports Hydration. Educate consumers to make informed decisions when picking their products.

Create Brand Trust & Association

Let consumers know who our sponsorship partners are in order to create brand trust and great brand association. Consumers trust brands such as the Sharks, Bulls, Comrades, SSU and Cape Epic so leverage that to win them over.

Create a Brand Personality

New, fun, quirky & here to fuel your win within

RESULTING MARKETING OBJECTIVE

Boost Sales for ISOFIT+

ISOFIT+ needs to grow as a brand and increase in sales. This will come as a result of a successful boost in brand awareness, brand association and brand trust.

CHANNELS

GETTING OUR MESSAGE OUT THERE

TELEVISION BROADCAST

Comrades is broadcasted LIVE on DSTV. This allows viewers from all over the country to watch.

- In their homes with a subscription
- On the go with DSTV NOW
- At a venue with a DSTV entertainment licence

TV cameras are set up along the route to capture the runners from start to finish.

HOW DO WE MAKE THIS CHANNEL WORK?

- Set up branding on route (Cowies Hill stretch) that can be seen on camera and translated clearly to viewers at home.
- Create simple messaging that can be absorbed quickly as the cameras pass by.
- Do something different that catches the attention of viewers and is remembered after the event.

TELEVISION ADVERTS

Television adverts will be playing throughout the day on the Comrades Marathon LIVE channel.

Adverts apply to all DSTV access devices when watching live television.

It is a great way to push messaging and keep the brand front of consumers minds.

HOW DO WE MAKE THIS CHANNEL WORK?

30 Second Springbok campaign advert to speak for THIRSTI

10 Second Stings to push ISOFIT+ Product Benefits & Brand Associations (Sponsorship Partners)

10 Second Squeezedback to push brand messaging.

CHANNELS

GETTING OUR MESSAGE OUT THERE

SOCIAL MEDIA

This is an important channel as there are few spectators at the THIRSTI waterpoint. This limits our reach to those who are running and those who are watching live television.

Social platforms are a great and effective way to capture the younger market as they are extremely active online.

Live streaming online is a channel that can reach these consumers and allow them to watch what is happening on the day without having to be there. It increases reach and impact which will make the budget more effective.

HOW DO WE MAKE THIS CHANNEL WORK?

Set up a system to record and stream content from the day to the THIRSTI social media pages.

This is a free channel to utilise and has a high reach.

MESSAGING

WHAT ARE WE SAYING

THE HEAVY HITTER

“THE ULTIMATE SPORTS HYDRATION FOR THE ULTIMATE HUMAN RACE”

OTHER IMPORTANT MESSAGING

FUEL THE WIN WITHIN

ELECTROLYTE FUEL

YOUR PERFECT HYDRATION PARTNER

HIGH IN ELECTROLYTES - POTASSIUM, MAGNESIUM, POTASSIUM, VITAMINS & CALCIUM

CHOSEN BY - THE SHARKS, THE BLUE BULLS, COMRADES MARATHON & SUPERSPORT UNITED

CONCEPT

THE BIG IDEA

ACTIVATION OBJECTIVES

- Be seen, be bold, be loud
- BE REMEMBERED
- Push ISOFIT+ brand & messaging
- Optimise REACH

CONCEPT

THE BIG IDEA

BE SEEN, BE BOLD, BE LOUD

Set branding up from the bottom of the hill creating a THIRSTI / ISOFIT+ “mile” (Welcome to THIRSTI)

- Feather banners up the road
- Speed fencing with THIRSTI & ISOFIT+ branding
- Stretch fabric with ISOFIT+ branding & product running up the bank
- The THIRSTI archways

Create a vibe on the hill with entertainment to encourage runners to keep going

- Have a loud sound system so that runner can hear us before they see us
- Have artists / acts that can perform for the runners
- MC to comentate on the day interacting with runners
- Make use of sporship relationship appearances & mascots

CONCEPT

THE BIG IDEA

BE REMEMBERED

THIRSTI is all about doing things differently! Who needs a stage when we have our trucks?

Use an interlink truck as a platform to create a stage with sound and lighting. This adds extra branding, speaks for our quirkiness and makes a statement. Cost effective and avoids architecture sign-offs



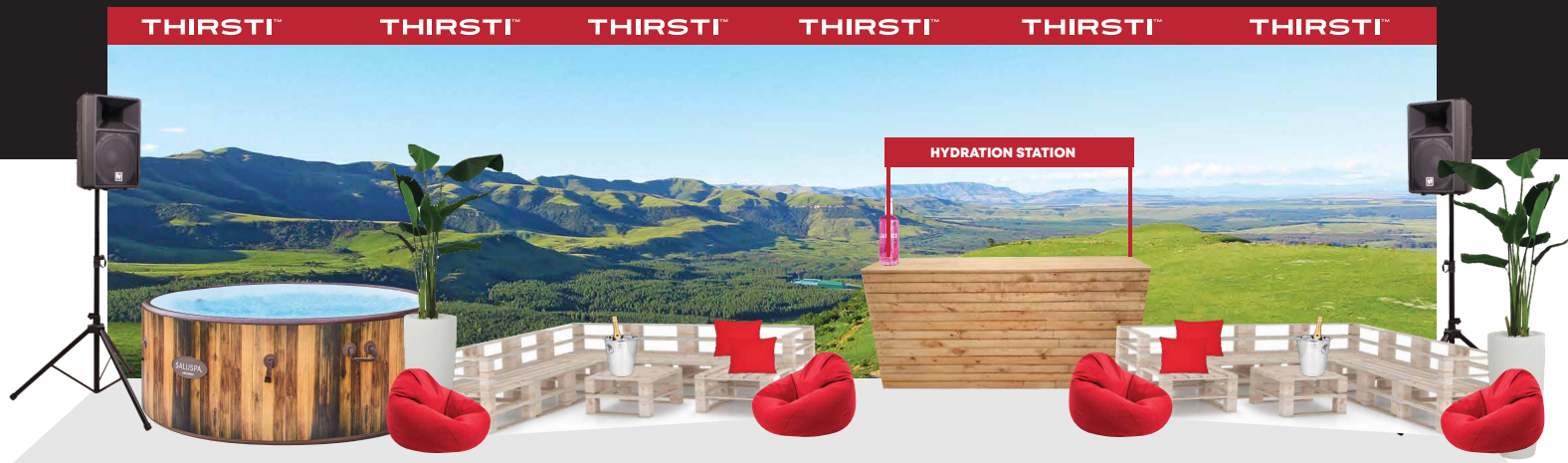
CONCEPT

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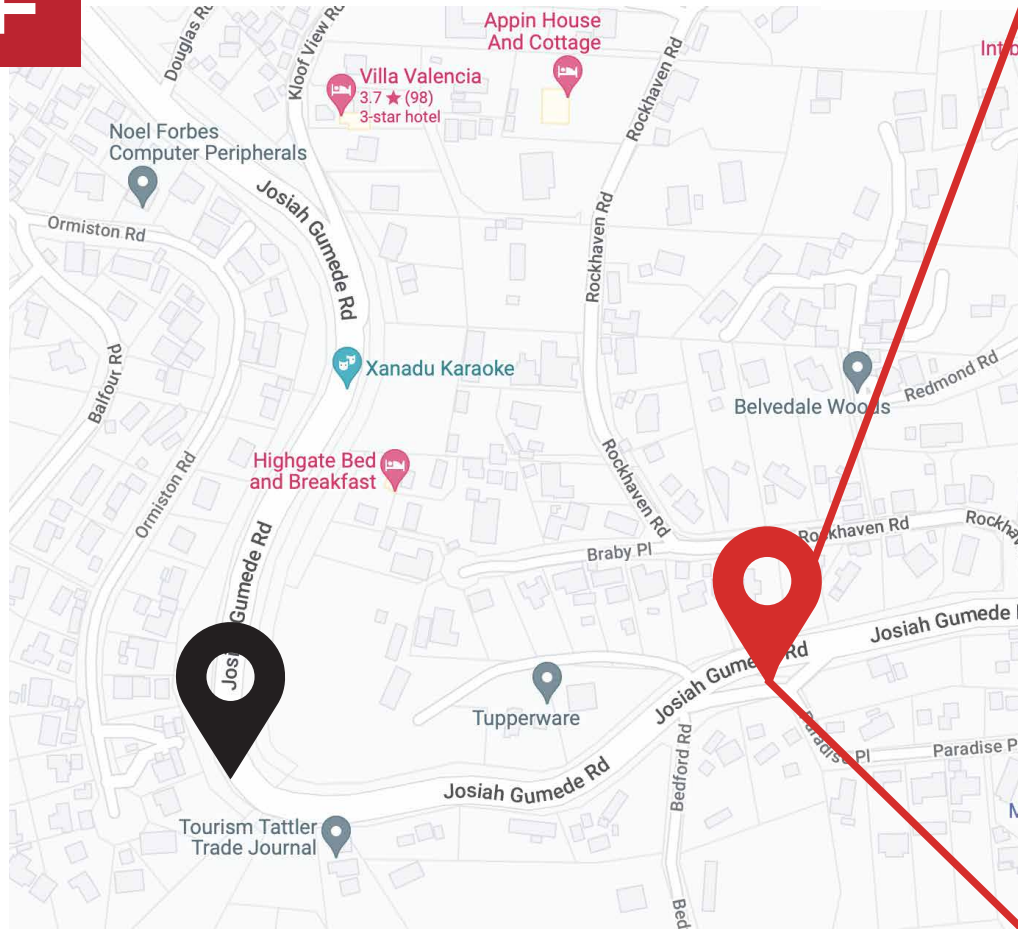


VIP LOCATION

Around the corner from entertainment

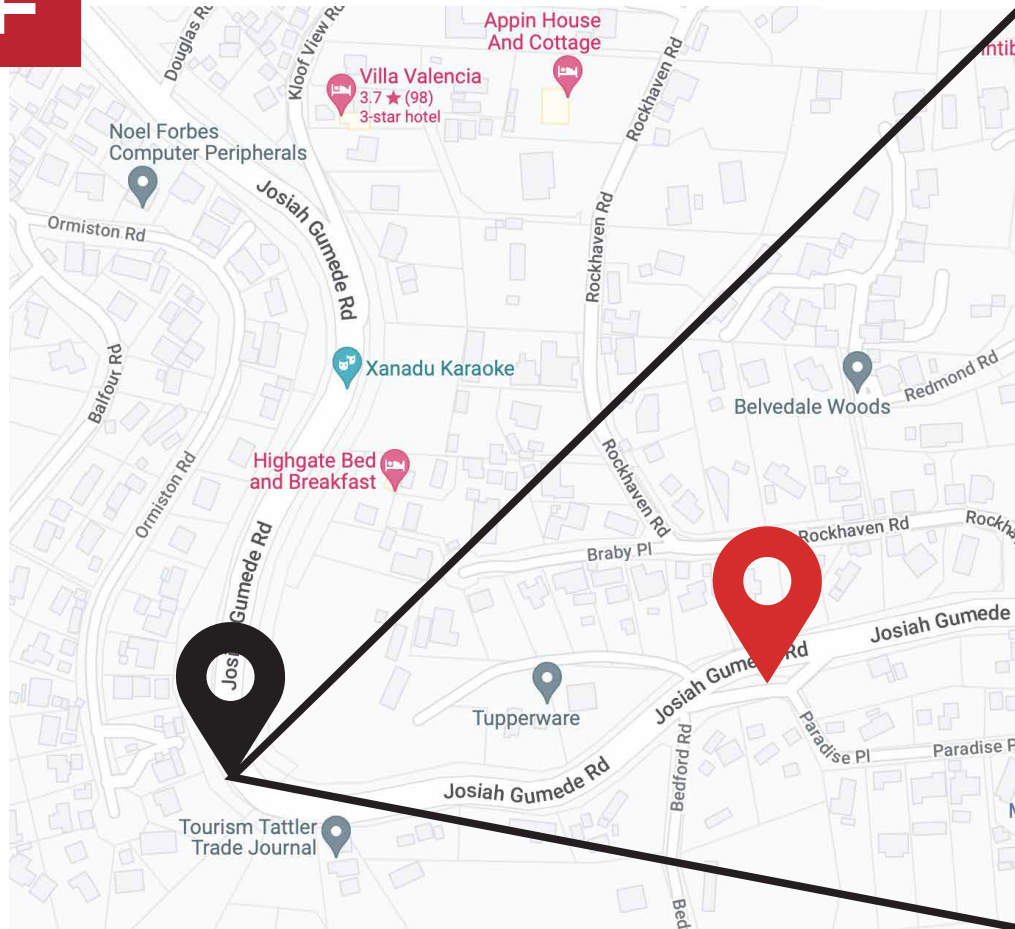
Short walk

Shaded and private



STAGE LOCATION

On the bend at the top of Cowies Hill
Viewable from further down
At the waterpoint



BRANDING