

MARKETING MANAGEMENT CASE STUDY

GATORADE: THIRSTING FOR COMPETITIVE POSITIONING

According to Larry Dykstra, manager of marketing research for Quaker Oats, the development of a focused positioning for Gatorade has allowed the company to target core users and identify secondary markets. Before Quaker acquired the beverage in 1983, Gatorade's previous owner had promoted it by portraying users as competitive athletes, adult men, teens, and caricatures of athletes.

"When we acquired Gatorade," recalls Dykstra, "it was a poorly positioned brand, with a lack of consistent focus." This position stood in contrast with the way current users were defined. "There was no message on the uses of this product or under which circumstances and occasions it was supposed to be used."

When Quaker looked at marketing research, Dykstra says the company found that Gatorade's main users were men aged 19 – 44, that they understood the product, had a good perception of what it did, and knew when to drink it and how to use it. Since Gatorade had been developed and marketed primarily in the South, Quaker wanted to find out if there was an opportunity to market the drink in other areas. A study of attitudes determined that the target could be expanded geographically. "We felt, based on research, that could take a narrow, solid positioning of the product that is consistent with southern users and market the product in the North," Dykstra says. Gatorade was positioned for physical activity enthusiasts as a drink to quench their thirst and replenish minerals lost during exercise better than other beverages did. Subsequent advertising in 1984 centred around these attributes.

In 1985, the company moved away from this core positioning by trying to joke about the product's competitive heritage – a strategy that failed. [TV ads showed people in different activity situations trying to make sports jokes.] A decision was made to go back to narrow positioning in 1986.

"In 1987, we focused in our primary target, but there have been refinements," Dykstra explains. "We've tried to portray users as accomplished but not professional athletes." Although the drink is perceived as a "serious beverage, the ads have added a fun component by showing people enjoying it together. We tried to show people who did'nt alienate customers, but also people they could aspire to be like."

An effort also was made to portray people's motivations for using the product. A computer graphic that portrays thirst quenching was introduced—one which, according to Dykstra, came "across so strong we've started to change the language."

But being well-focused and consistent in developing the product over time can create other problems. "Because Gatorade is narrowly positioned in terms of users and user occasions," explains Dykstra, growth opportunities are probably limited. So how can we go about identifying new opportunities?"

Gatorade Marketing Management Case Studies With Solutions

Dan Pallotta



Gatorade Marketing Management Case Studies With Solutions:

Strategic Advertising Management Larry Percy, Richard H. Elliott, 2020-12-25 Revised edition of the authors Strategic advertising management 2016 **EBOOK: Marketing Management** Christian Homburg, Sabine Kuester, Harley Krohmer, 2012-12-16 Marketing Management A Contemporary Perspective provides a fresh new perspective on marketing from some of the leading researchers in Europe The book offers students and practitioners the comprehensive coverage they need to make the right decisions to create and implement highly successful marketing strategies This exciting new edition includes updated cases and combines scholarly international research with relevant and contemporary examples from markets and brands across the world The authors combine their experience as researchers and industry consultants to provide the conceptual and theoretical underpinning of marketing and empirical research helping students to understand how marketing concepts can be applied and implemented The book covers a full range of industries including business to customer business to business services marketing retailing and international marketing from companies around the globe

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and Technology Commercialization Orestis Georgiou,Mykola Maksymenko,Stephen Russo,2025-05-26 Industrial spending for research and development R D initiatives is growing globally year on year from both public and private investments As this spending grows so does the complexity of R D organizations and processes Hence high quality R D management becomes increasingly important to streamline R D processes Intended for R D managers and technology leaders in small medium and large enterprises this book addresses questions such as how to align R D with broader organizational needs best practices for R D hiring and team building how to select which metrics to be measured and the process of moving a technology from the laboratory to the market **Marketing Management** Philip Kotler,Margaret H. Cunningham,Ronald E. Turner,2001

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DePamphilis, 2003 This work includes updated cases and grounded models which reflect the theoretical underpinnings of the field Expanded usage of key idea section headings enable the student to understand more easily the key point in each section of each chapter

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Digitales Marketing – Erfolgsmodelle aus der Praxis Meike Terstiege, 2020-01-03 Digital Marketing Dieses Buch zeigt Ihnen wie es funktioniert Dieses praxisorientierte Buch bietet anhand von Best Practices einen umfassenden und branchen bergreifenden Überblick über den aktuellen Stand des Digital Marketings sowie über zukünftige Herausforderungen und Chancen Denn nur Unternehmen die im Zuge der Digitalisierung innovative Wege beschreiten sind in der Lage langfristig bestehende oder neue Zielgruppen zu gewinnen oder an sich zu binden Im Bereich Sales und Marketing führt an neuen Medien und Instrumenten wie sozialen Netzwerken Storytelling oder Thought Leadership kein Weg mehr vorbei Daher klären die Autoren in diesem Werk zunächst grundlegende Fragen wie Was ist Digital Marketing und wie kann man es nutzen Anhand von Erfolgsgeschichten aus der Praxis leiten sie Handlungsempfehlungen für die digitale Marketingkommunikation ab Im zweiten Teil liegt der Fokus auf der Praxis Best Practice Beispiele zeigen wie erfolgreiches

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A Managerial Perspective on Physical Education and Sports Rocsana Bucea-Manea-Țoniș, Dan Gheorghe Păun, Veronica Mîndrescu, 2023-06-21 This book presents the theory of classical management and integrates novelties brought by technology such as agile management neuroscience principles as applied to leadership blockchain IoT Internet of Things cloud computing AI The book also provides detailed methodology of training management detailed issues of quality and financial management regarding the teaching process in physical education and sports and a vast perspective on management and resources in national and international sport federations management of conflict and corruption in sport competitive balance in sport corporate social responsibility in sport It also includes new case studies from the physical education and sports field The book highlights the importance of experienced managers in physical education and sport regarding the entry of students into the field

Principles and Practice of Sport Management Lisa Masteralexis, Carol A. Barr, Mary Hums, 2012 Club management **Advanced Theory and Practice in Sport Marketing** Eric C. Schwarz, Jason D. Hunter, Alan LaFleur, 2013 Effective marketing is essential for any successful sport organization from elite professional sports teams to local amateur leagues Now in a fully revised and updated second edition Advanced Theory and Practice in Sport Marketing is still the only text to introduce key theory and best practice at an advanced level The book covers every key functional and theoretical area of sport marketing including marketing research information systems consumer behavior logistics retail management sales management e commerce promotions advertising sponsorship and international business This new edition includes expanded coverage of important contemporary issues including social responsibility and ethics social media and networking relationship and experience marketing recovery marketing and social marketing Every chapter contains extended cases and first hand accounts from experienced sport marketing professionals from around the world Following those cases are questions encouraging students

and practitioners to apply their theoretical knowledge to real world situations and to develop their critical thinking skills while each chapter also includes helpful features such as definitions of key terms summaries and guides to further reading A companion website includes an impressive array of additional teaching and learning resources including a test bank of exam questions PowerPoint slides and extra case studies for lecturers and instructors and useful web links self test multiple choice questions and glossary flashcards for students Advanced Theory and Practice in Sport Marketing goes further than any other sport marketing text in preparing the student for the real world of sport marketing It is essential reading for any upper level undergraduate or postgraduate course in sport marketing or sport business and for anybody working in sport marketing looking to develop and extend their professional skills Human Resource Management Jonathan Crawshaw,Pawan Budhwar,Ann Davis,2023-11-10 This popular text treats international strategic and contemporary issues as central to the study and practice of Human Resource Management Its practical focus helps you develop the skills needed for the world of work through learning features such as HRM in Practice Developing Key Skills and Debating HRM The fourth edition has been thoroughly updated and brings you Case studies which offer a link between theory and practical challenges in the international HR environment A new chapter on Work Related Mental Health and Wellbeing Coverage of cutting edge topics such as Diversity and Inclusion Sustainability Artificial Intelligence and Corporate Social Responsibility NEW Future Insights and Considering Sustainability features Jonathan R Crawshaw is Senior Lecturer Associate Professor and Director of Research for the Work and Organisation Department at Aston Business School Aston University Pawan Budhwar is the 50th Anniversary Professor of International HRM at Aston Business school Ann Davis is Professor and Associate Dean for Academic Resourcing and Development at the University of Sydney Business School Routledge Handbook of Sport and Social Media Andrew C. Billings,Marie Hardin,2025-04-23 This handbook takes an in depth look at the transformative impact of social media on sport With broader and deeper coverage than any previous book on this topic the handbook explores how sports media is co created and curated collectively at the individual group and organisational level and considers the implications for the ways in which sports media through social media infiltrates our lives and influences local and global culture Exploring key concepts and presenting original case studies the book features work by world leading international sports media scholars It discusses the theoretical lenses through which we can understand social media and sport from political economy and cultural dynamics to business and management and explains the significance of global social media platforms The book then presents a multi level exploration of sport and social media including social media use by fans athletes teams leagues and media organisations Offering important new insight into a technology that now sits at the centre of our social and economic lives this book is important reading for any researcher student practitioner or policymaker with an interest in sport media sport business sport cultures digital media technologies digital business or the broader relationships between sport media and wider society *Information Technology for Management* Efraim Turban,Carol

Pollard, Gregory Wood, 2018-01-31 Information technology is ever changing and that means that those who are working or planning to work in the field of IT management must always be learning In the new edition of the acclaimed Information Technology for Management the latest developments in the real world of IT management are covered in detail thanks to the input of IT managers and practitioners from top companies and organizations from around the world Focusing on both the underlying technological developments in the field and the important business drivers performance growth and sustainability the text will help students explore and understand the vital importance of IT's role vis a vis the three components of business performance improvement people processes and technology The book also features a blended learning approach that employs content that is presented visually textually and interactively to enable students with different learning styles to easily understand and retain information Coverage of next technologies is up to date including cutting edged technologies and case studies help to reinforce material in a way that few texts can **Brands and Brand Management** Barbara Loken, Rohini Ahluwalia, 2023-04-28 Very few books exist that meaningfully integrate the rich and vast body of scientific research and theories that have accumulated in the field relating to both traditional and contemporary topics in branding This book accomplishes that task with contributions from leading experts in the science of branding national and international The book should appeal to all students faculty and marketing professionals with an interest in research findings about brands and an interest in deepening their understanding of how consumers view brands

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