

# Powerade Research Report

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## Group 2

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## Introduction

Our research firm was hired by Powerade to conduct a study on the central problem the sports drink brand Powerade is facing, which is that year after year, **Powerade sales are lower than desired**. They are a continual number two behind their major competitor, Gatorade. Powerade is seeking solutions to help increase sales and gain market share. The following is a comprehensive report covering our research on the sports drink industry and Powerade.

## Background

The original sports drink was born in 1965 at the University of Florida. At the time the Florida Gator's assistant football coach sought a solution to help reduce cases of heat related illnesses and dehydration in his team. Through collaboration with researchers, a carbohydrate-electrolyte drink was formulated to help replace fluids lost while athletes practiced and played. Thus, the first sports drink, "Gatorade," was created. The drink was a major success and Gatorade took off as many college and pro sports teams began making Gatorade available to athletes. By 1983, Gatorade was the official drink of the NFL and was widely adopted by many other professional and elite sports leagues.

In 1988, Coca-Cola introduced the sports drink Powerade to compete directly with Gatorade. In 1992, Powerade was designated as the official sports drink of the

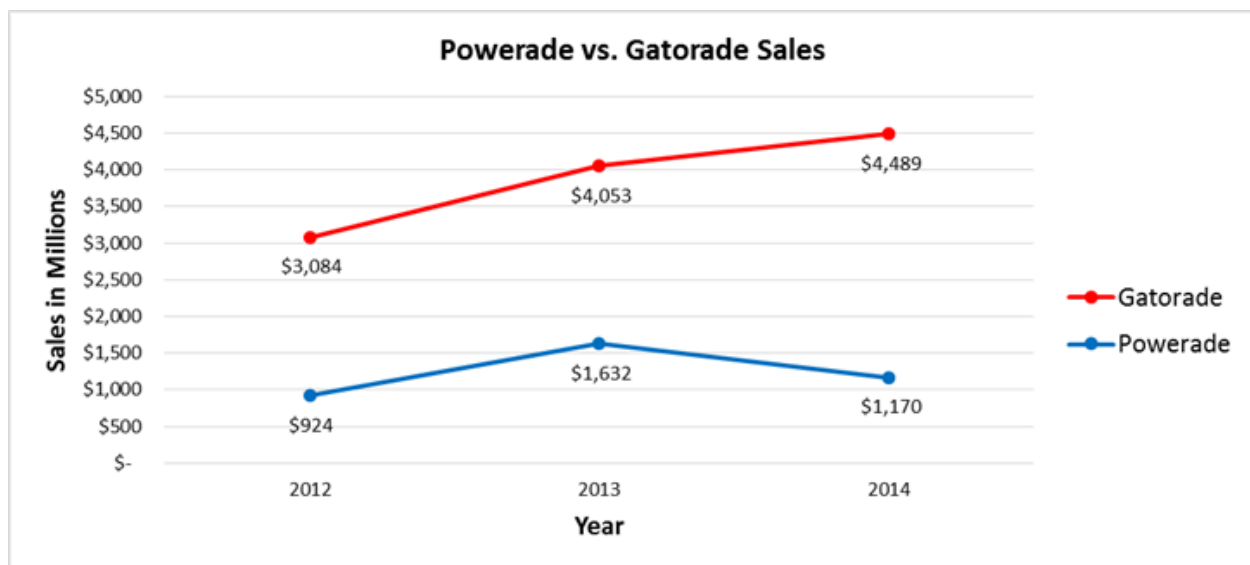


Olympic games. Since then, Powerade has grown and developed their drink by adding b vitamins to enhance energy metabolism 2001, changing the shape and grip of the bottles in 2002, and in 2008 introduced their first zero calorie drink, Powerade Zero. Today, Powerade is the sponsor of many sporting events from the Olympic Games, PGA Tour, NCAA, FIFA, and NASCAR among others.

Gatorade was bought by the Quaker Oats Company in 1983. In 2001, Quaker Oats Company was acquired by PepsiCo and the Gatorade brand was added to PepsiCo's wide variety of food and beverage brands. PepsiCo's 2014 sales were an astounding \$66.68 billion. Powerade's parent company, Coca-Cola is a strong presence in the beverage industry and had 2014 sales totaling \$45.93 billion.

Today, the sports drink industry is worth nearly \$7 billion. According to research by the Information Research Inc. published in Beverage Industry in 2015, the top 10 non-aseptic sports drink brand sales total \$5,897,637,888 for the year ending in May 2015, with 3,247,600,000 units sold in the past year. Based on MRI data, 28% of the total U.S. population consumed sports drinks in the last six months, 55.6 million people drank Gatorade in the last 6 months, while 24.2 million people drank Powerade in the same time frame. Furthermore, Gatorade has a commanding market share of 78.6% while Powerade is far behind at 19.9%. In 2010, Powerade spent close to \$15 million on advertising while Gatorade spend over \$92 million.

Sports drinks are consumed by both males and females. Based on MRI+ data, the typical sports drink category users are males, ages 18-34, who make \$75k + a year. The typical demographic for Gatorade users are as follows: males, ages 18-34, who attended college, and make between \$40-50k or \$75-150k per year, and attended college. For Powerade, the typical demographic for users are also males, ages 18-34, but those who did not graduate high school and who make between \$20k-40k per year.




The above chart shows sales of Powerade vs. Gatorade over the past three years and highlights the problem facing Powerade.

### *SWOT Analysis:*

#### **Strengths:**

Powerade is part of the widely recognized Coca-Cola brand. It is widely distributed and available at supermarkets, Walmart, Target, convenience stores, warehouse



clubs, and drugs stores. Purchasing beverages in bulk, as opposed to individually, from warehouse stores suggests that consumers have incorporated the product into their daily routine. Vending machines in the workplace and school is another channel through which consumers purchase Powerade.

Powerade is associated with premier sporting events and athletes such as the IRB Rugby World Cup, FIFA World Cup, NCAA, and the Olympic Games. They are also endorsed by sports legends such as Rashard Lewis, Vince Young, Venus Williams, Ryan Howard, Chris Johnson, Chris Paul and Derrick Rose.

### **Weaknesses:**

Powerade's major weakness is the overall market share it holds within the sport drink category. It's biggest rival in the category is Gatorade with hold a dominating ~78%. Powerade on the other hand is second in the market with a share of ~20%.

Overall, Powerade's advertising is unmemorable among target consumers, who hold largely unfavorable perceptions of Powerade as compared to Gatorade.

Currently, Gatorade has over 7 million followers on Facebook and post almost daily with some type of advertising. Whereas, Powerade barely has 4 million followers and it's last post came on Sept. 12.

## Opportunities:

The sports drink category is in a position to capitalize on these new health trends, both from a drink consumption standpoint as well as making consumers feel energized to increase physical activity. While sports drinks have always contained benefits beyond hydration, the industry created marketing efforts to emphasize the individual properties of esoteric vitamins and minerals. Coca-Cola can take advantage of the market shift with their Powerade brand and began to highlight the health benefits. With the multitude of social media outlets online, Powerade can better reach their target demographic by utilizing the outlets more than they currently are.

## Threats:

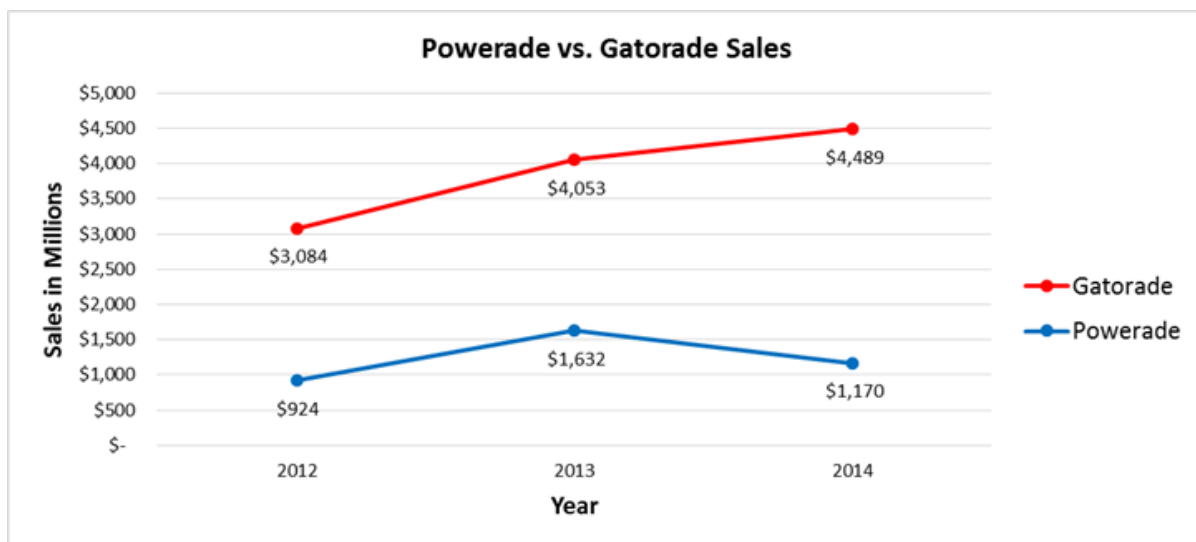
There is fierce competition from the category leader, Gatorade, who on average spends 3x as much on advertising as Powerade. Gatorade also holds the majority of the market share within the sports drink category. Other hydration drinks have also gained share of the market (like Vitamin Water) and with the increasing competition it could lead to pricing wars. Other brands are marketing their products by increasing the awareness that their products are natural and are healthy. If Powerade does not increase their presence as an nutritional healthy sports drink they may lose market share to other beverages as time change to a more health conscious one.

## Objective

The overall objective of our research report is to help our client, Powerade with their problem of how Powerade sales are continually lower than desired. Below are the four hypothesis statement we are addressing as well as a chart highlight Powerade vs. Gatorade sales for the past three years.

## Hypotheses:

1. Powerade sales are lower than desired as a result of lower brand awareness to the consumer.
2. Powerade sales are lower than desired because Powerade spends less money on advertising than their competitors.
3. Powerade sales are lower than desired because Powerade is not viewed as a drink for serious athletes.
4. Powerade sales are lower than desired due to the perception that it's not the target market's friends drink.






## Executive Summary

This report provides an analysis and evaluation of the current and prospective profitability of Coca-Cola's brand, Powerade. Methods of analysis included an anonymous online survey of 981 respondents. Of those respondents some were rendered invalid due to failing three integrity tests built into the survey (survey was completed under three minutes, or respondents answering anything other than "Strongly Disagree" to a statement saying the respondent had a heart attack the previous evening) The survey itself was set up using the funnel technique where the most important question was asked first (very broad questions about consumption - see Appendix B for survey questions) to gather an unbiased response. Some of the questions on the survey required respondents to select a range (i.e. what is your household annual income). In interpreting the answers to these kinds questions the data was weighted, taking an average taken of the range so that it could be easily analyzed.

All calculations comparing Powerade to Gatorade showed that Powerade was a distant second to Gatorade under all the major attributes, in particular, the attribute of advertisement and that friends consume the beverage were critically low. Gatorade also holds ~78% of the industry's market share compared to Powerade's ~20%.




The reports finds that the prospects of the brand in its current position are not positive. The major areas of weakness require further investigation and remedial action by management.

Recommendations discussed include repackaging the product while starting the #SharethePower campaign which would be launched with a 30 - second 2016 NFL Super Bowl ad. This association would help boost Powerade awareness by capitalizing on the success, credibility, and followings of their parent company, Coca-Cola. More importantly, this promotional effort would help build community and excitement around Powerade and create a culture of sharing Powerade with friends and family.

## Methods

We used a couple of different methods to analyze why our client Powerade has a sales level that is significantly lower than that of the main competitor, Gatorade. We used secondary data (cited in Appendix F) to calculate the market share and to identify the target market. A questionnaire survey was administered to the respondents through the online platform, Survey Monkey. A recruitment email was sent to 3,000 participants inviting and encouraging them to participate in the survey between the dates of October 19, thru October 30, 2015. The survey was confidential and anonymous and there were no major problems encountered while distributing or collecting data and minimal incentive was given to respondents.

The survey itself was set up using the funnel technique where the most important question was asked first to obtain an unbiased response, and the questions narrowed down as the survey went on leading to the last questions about the demographics of the respondent. The questionnaire asked about multiple services eventually narrowing the services to Gatorade and Powerade to disguise the sponsor of the study and to avoid demand effects. Asking about multiple services also provided a benchmark or point of comparison for interpreting the Powerade results. Some of the questions on the survey required respondents to select a range (i.e. what is your household annual income).



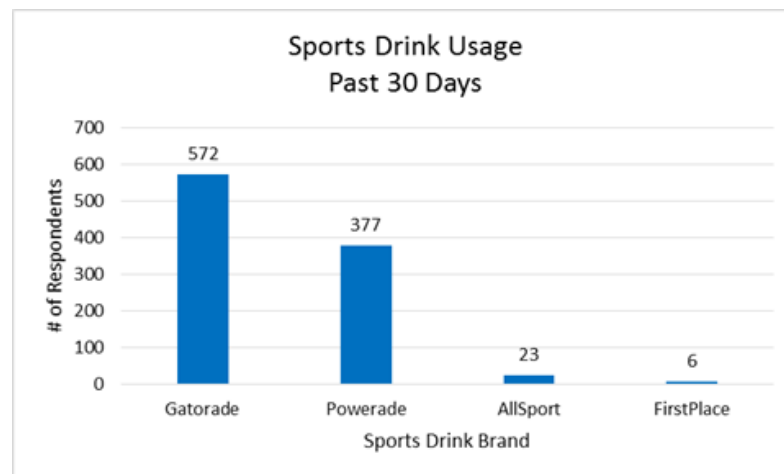
Of the initial 3000 participants that received the email, 981 chose to respond, which indicates a response rate of 32.7%. The sample size (number of respondents), however, ended up only being 866 because some data was usable due to some unrealistic responses. The eliminated responses included those from people that took less than three minutes to complete the survey, as well as those that failed a question stating that the survey respondent experiencing a fatal heart attack the night before.

Appendix C contains all “If” statements to reclassify the survey answers that had a result of a range. This allowed us to quantify those results by averaging the two numbers. We used this for questions asking for bottles consumed, income, and age. This section also contains the “plug rules” that we used in the survey data to eliminate any responses where the respondent answered “I’m not sure”, “I have not used this brand”, and “I am not familiar with this brand”.

## Results

### *Usage:*

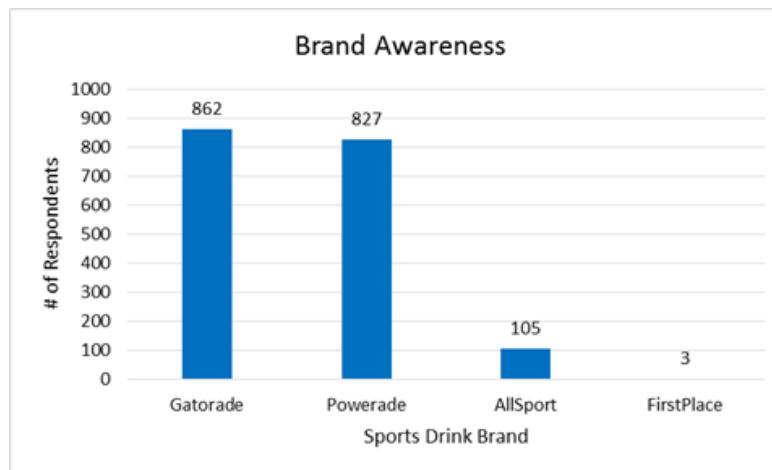
Our survey results shown in the chart below, out of the total 866 total respondents, 572 said that they had tried Gatorade in the past 30 days and only 377 said that they had tried Powerade in the last 30 days. This shows a trial rate for Gatorade of 66% and only a 43.5% trial rate of Powerade. Based on survey respondents, Powerade was consumed at a rate of 1.96 bottles per day and Gatorade was consumed at 3.14 bottles per day which showed a higher usage of Gatorade which confirms one of our overall concerns.



### *Awareness:*

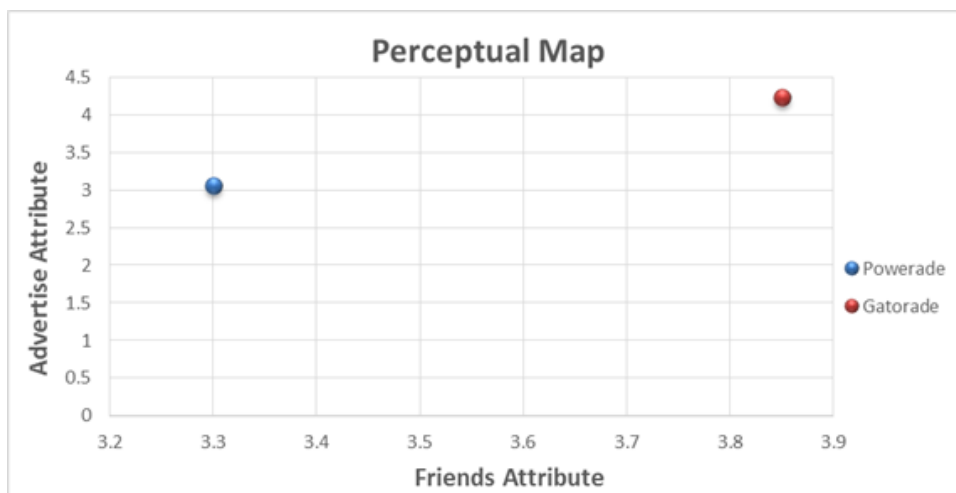
From the survey results, out of the 866 total respondents, 862 were aware of the Gatorade brand and only 827 were aware of the Powerade brand. There were only 4 people who were not aware of the Gatorade brand which could have been people who just forgot to check the box on the survey but there were 39 who were not

aware of the Powerade brand. This shows a lack of awareness for the brand in general. Based on our survey data, the unaided awareness for Powerade was 80% while the unaided awareness for Gatorade was 94%. This unaided awareness demonstrates that awareness is an issue with Powerade and is an area that they can improve upon.



### ***Advertising:***

One of our hypothesis stated that Powerade sales are lower than desired. We conducted hypothesis testing and found that there was a significant difference between the two (as stated in appendix D). The issue with Powerade's advertising is that it is not as memorable as Gatorade's advertising. This issue most likely contributes to the overall issue of awareness and thus lower sales for Powerade. Below is a perceptual map showing the comparison of mean ratings based on survey data of Memorable Advertising and if Powerade is a drink that respondents Friends drink. This perceptual map indicates that Gatorade has a higher perception in both the attributes of advertising and friends.




### ***Friends:***

We have a hypothesis that states that Powerade sales are lower than desired due to the perception that it is not a drink that our target market's friends drink. We did hypothesis tests to see if this was actually could be proven as a significant difference between Powerade and Gatorade. After conducting an independent sample t-test we found that friends had a variance sig. of .003 and sig. 2-tailed value equal to .000. Thus, when determining whether the attribute is a significant issue we find that the variance sig. is significant because it falls under .500 and there with 100% ( $1.0 - .000 = 1.0$  or 100%) confidence that it is significant (Appendix D, D.3).

### ***Children:***

In the demographics section of our survey one yes or no question asked, "are there any children under age 18 living with you?" We were interested to see if children being in the household influenced purchase behavior or consumption of sports drinks. Based on survey data, 68% of respondents said they did not have children



under age 18 living with them, while 32% said they did. We conducted a chi-square test for trier of Powerade vs. Children (Appendix D) in household and saw that the p-value was .320, which meant that there was not a significant difference in being a trier of Powerade and having children in the household.

### ***Limitations:***

Some of the limitations in our research study include secondary data that is not directly answering our research question as well as the fact that we only sent our recruitment email out to 3,000 candidates and had a limited response of only 32.7%.

If we had a greater response rate or a greater pool of candidates, then this may have changed or affected some of our data and results. While our survey was subject to human error, our coding and cleaning up of survey responses should have eliminated that issue, but it was still a limitation because we were not able to initially collect perfect data.

### ***Results Conclusion:***

Based on our survey results and our hypothesis tests we conducted, we further confirmed that Powerade sales are lower than desired. The reality of lower sales are mostly based on several reasons. First, Gatorade was established for over 20 years before Powerade was introduced. This time allowed for consumers to develop a preference towards Gatorade compared to Powerade simply through




being first to market. Furthermore, usage, awareness are lower than Gatorade due to less memorable advertising and less money spent on advertising as well as Powerade not being a drink that friend's share and drink together.

## Recommendations

Our recommended marketing activity for Powerade is to launch a campaign called "Share the Power." The campaign would include the redesign and reprinting of Powerade labels and in-store promotional materials. Each bottle would have a new and unique label boldly saying "Share the Power with \_\_\_\_" to model after the well-known and successful Coca-Cola "Share a Coke" campaign. The campaign would launch simultaneously with the 2016 NFL Super Bowl. Powerade would feature a 30-second Super Bowl advertisement for Powerade. This advertisement would help raise awareness and create memorable advertising for Powerade. During the campaign those that participate on social media with the hashtag #ShareThePower would be entered with a chance to win two tickets to the following year's Super Bowl, courtesy of Powerade.

This association would help boost Powerade awareness by capitalizing on the success, credibility, and following of their parent company, Coca-Cola. More importantly, this promotional effort would help build community and excitement around Powerade and create a culture of sharing Powerade with friends and family.




With this, we recommend launching a new social media campaign beginning with Facebook, Twitter, and Instagram featuring the hashtag #ShareThePower. The attention created by the new packaging would also motivate users to try Powerade who otherwise would not and thus increase Powerade's trial rate.

The "Share the Power" television ad that would premiere during the 2016 Super Bowl will continue to run for the next sixty days. The cost breakdown of the entire campaign can be found in Appendix E, E.1.

We identified some of our strengths as the value and the quenching aspects of Powerade in comparison to Gatorade. But after evaluating the results from our survey, we concluded that advertising and endorsement areas were seriously lacking against Gatorade. This was also the case in the secondary data because the spending levels for Powerade for advertising was substantially lower than the Gatorade advertising spending budget. Furthermore, based on survey data, more respondents' friends drink Gatorade than Powerade. This marketing activity would help increase usage and encourage friends to drink and share Powerade by "Sharing the Power" and posting it with the hashtag on social media.

This campaign would return a 12.66% sales increase for the following year, netting Powerade over \$1.3 billion in sales and a return on investment of a staggering 875.13%. Powerade would also see the breakeven point at just 38 days (Appendix E, E.4).



This recommended marketing activity would increase awareness, expand Powerade's presence among target market's friends, boost social media presence and interaction, usage, and ultimately increase Powerade sales.

## Appendix

### **Appendix A: Recruitment Letter**

Dear Consumer,

We are writing to let you know about a unique and exciting opportunity to participate in a research study about sports drinks through an online survey hosted on Survey Monkey. We invite you to take part and participate in our research study! We value your time and input. Your participation completely is voluntary and anonymous.

The survey will take approximately 10-15 minutes to complete. If you choose to participate, please answer the questions to the best of your ability, remembering all responses are anonymous. To access the survey please click the link below. The survey will be open for your responses through 11:59pm on Friday, October 30th.

<https://www.surveymonkey.com/r/ZQJ66DF>

If you have any questions regarding the survey, please contact us at the following email, [welshkelley@copelandresearch.com](mailto:welshkelley@copelandresearch.com).

We value your time and look forward to your feedback!

Sincerely,

Welsh-Kelley-Copeland Research Firm

*Marketing Department  
(502) 123-9974  
[welshkelley@copelandresearch.com](mailto:welshkelley@copelandresearch.com)*

## Appendix B: Survey Questionnaire

3/5/13

Qualtrics Survey Software

### Default Question Block

Thank you for agreeing to complete this survey. The survey will likely take 10-15 minutes to complete. Please answer every question to the best of your ability. At the end of the survey, a code will be generated for you to enter into mTurk to receive approval and payment for your work.

In general, how many servings (bottles/cans) of the following beverages have you **consumed** in the past **30 days**?

	0 servings	1	2-6	7-9	10-12	13-15	16-18	19-21	22-24	25-30	31-35	More than 35 servings
Regular Soda	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Diet Soda	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sports Drinks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Energy Drinks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Which sports drink brands are you aware of, if any? By sports drinks we mean a thirst-quenching beverage used in sports and related activities, to rehydrate, boost energy and replenish electrolytes lost to sweating.

Please list in the box below with each item on a new line (i.e. press return after each result). If you aren't aware of any sports drink brands, please just type "None" in the box.

Which of the following brands of sports drinks are you aware of, if any? Please mark all that apply, including any you may have listed on the previous question.

- ☐ All Sport
- ☐ Gatorade (including G2, Frost, AM)
- ☐ First Place
- ☐ Powerade

In general, how many servings (bottles or cans) of the following **sports drinks** have you **consumed** in the past **30 days**?

	0 servings	1	2-6	7-9	10-12	13-15	16-18	19-21	22-24	25-30	31-35	More than 35 servings
All Sport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gatorade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
First Place	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Powerade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How easy is it to find the following brands of sports drinks in the store where you usually shop for this type of product?

	Very Difficult	Difficult	Neutral	Easy	Very Easy	I'm not sure	I have not purchased this brand
All Sport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gatorade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
First Place	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Powerade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Overall, how satisfied are you with each of the brands of sports drinks you have used?

Very

I have not used

3/5/13

## Qualtrics Survey Software

	Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	I'm not sure	this brand
Powerade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gatorade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
First Place	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
All Sport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

For those brands of sports drinks that you have **NOT** used in the past 30 days, how likely are you to buy them in the future, if at all?

	Definitely will not buy	Probably will not buy	May or may not buy	Probably will buy	Definitely will buy	I have purchased this brand within the past 30 days
All Sport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
First Place	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gatorade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Powerade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Now, think just about **POWERADE** and please answer the following questions to the best of your ability (there is no right or wrong answer). How much do you agree or disagree that **POWERADE**...

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	I'm not sure	I am not familiar with this brand.
If I use this product, my friends will think I am not a serious athlete	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is easy for me to find where I shop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is a product that I use regularly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quenches my thirst	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is endorsed by professional athletes whom I admire	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tastes better than other sports drinks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comes in a wide enough variety of flavors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helps improve my athletic abilities while working out	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is a drink that my friends drink	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restores my energy after exercise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have not tried this product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is a good value for the price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yesterday, I had a fatal heart attack after watching television	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helps make me a better athlete	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is a drink that I often see advertised on television	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Now, think just about **GATORADE** and please answer the following questions to the best of your ability (there is no right or wrong answer). How much do you agree or disagree that **GATORADE**...

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	I'm not sure	I have not purchased this brand
Is endorsed by professional athletes whom I admire	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is a product that I use regularly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is easy for me to find where I shop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have not tried this product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yesterday, I had a fatal heart attack after watching television	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helps make me a better athlete	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comes in a wide enough variety of flavors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is a drink that my friends drink	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restores my energy after exercise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I use this product, my friends will think I am not a serious athlete	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is a drink that I often see advertised on television	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helps improve my athletic abilities while working out	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is a good value for the price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tastes better than other sports drinks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quenches my thirst	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

As you know, manufacturers can describe their product in different ways. Please read the following short product description for different sports drinks and mark how likely you would be to buy this product in the future.

	Definitely will not buy	Probably will not buy	May or may not buy	Probably will buy	Definitely will buy
GATORADE- "meaningful, science-based innovation to fuel athletic performance for because athletes need more than hydration solutions to be fully fueled"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
FIRST PLACE- "meaningful, science-based innovation to fuel athletic performance for because athletes need more than hydration solutions to be fully fueled"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
POWERADE- "revolutionizing the way athletes stay hydrated. Powerade is an advanced electrolyte system designed to help replenish four electrolytes lost in sweat."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
FIRST PLACE- "revolutionizing the way athletes stay hydrated. First Place is an advanced electrolyte system designed to help replenish four electrolytes lost in sweat."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
POWERADE- ""meaningful, science-based innovation to fuel athletic performance for because athletes need more than hydration solutions to be fully fueled"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
GATORADE- "revolutionizing the way athletes stay hydrated. Gatorade is an advanced electrolyte system designed to help replenish four electrolytes lost in sweat."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Now we would like to ask some questions related to how you think about yourself relative to other people. How much do you agree or disagree with the following statements?

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	I'm not sure
I should take into consideration my parents' advice when making education/career plans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am comfortable with being singled out for praise or rewards	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy being unique and different from others in many respects	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel good when I cooperate with others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will sacrifice my self interest for the benefit of the group I am in	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel it is important for me to act as an independent person	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do my own thing, regardless of what others think	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'd rather say "No" directly than risk being misunderstood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Even when I strongly disagree with	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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group members, I avoid an argument	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can talk openly with a person who I meet for the first time, even when this person is much older than I am	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have respect for the authority figures with whom I interact	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel my fate is intertwined with the fate of those around me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I respect people who are modest about themselves	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer to be direct and forthright when dealing with people I've just met	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having a lively imagination is important to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Finally, we would like to ask some general classification questions.

What is the approval rate of the HITs you have completed on mTurk?

- ☐ 100%
- ☐ Between 90 and 99%
- ☐ Between 80 and 89%
- ☐ Between 70 and 79%
- ☐ Between 60 and 69%
- ☐ Between 50 and 51%
- ☐ Below 50%

How many mTurk HITs have you completed in the past 30 days (not including this one)?

- ☐ More than 45
- ☐ Between 41 and 45
- ☐ Between 36 and 40
- ☐ Between 31 and 35
- ☐ Between 26 and 30
- ☐ Between 20 and 25
- ☐ Fewer than 20

How much money have you earned on mTurk in the past 30 days?

- ☐ Under \$1
- ☐ \$1-\$5
- ☐ \$6-\$25
- ☐ \$26-\$50
- ☐ \$51-\$100
- ☐ \$101-\$200
- ☐ Greater than \$200

What is your highest level of completed education?

- ☐ Some high school
- ☐ High school graduate
- ☐ Some college, no degree
- ☐ Associate's degree
- ☐ Bachelor's degree
- ☐ Graduate degree, Masters



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☐ Graduate degree, Doctorate

What was your total household income last year (to the nearest thousand)?

- ☐ Less than \$25,000  
☐ \$26,000 to \$50,000  
☐ \$51,000 to \$75,000  
☐ \$76,000 to \$100,000  
☐ \$101,000 to \$125,000  
☐ \$126,000 to \$150,000  
☐ \$151,000 or more

What is your birth year?

What is your gender?

- ☐ Male  
☐ Female

Age groups are:

- 20 to 24
- 25 to 29
- 30 to 34
- 35 to 39
- 40 to 44
- 45 to 49
- 50 to 54
- 55 to 59
- 60 or older

Are there any children under the age of 18 living with you?

- ☐ Yes  
☐ No

What is your marital status?

- ☐ Single/Never Married  
☐ Single/Divorced  
☐ Married  
☐ Widowed  
☐ Separated  
☐ Other

What is the state in which you currently live?

What is your race/ethnicity?

- ☐ African American  
☐ Asian  
☐ Hispanic  
☐ White/Caucasian  
☐ Other  
☐ I prefer not to answer

Please enter your mTurk Worker ID.

## Appendix C: Methods

### C.1 Quality Checks:

Fail Survey Time: =IF(E2<3,1,0)

Fail Powerade Heart Attack: =IF(AS2=1,0,1)

Fail Gatorade Heart Attack: =IF(BI2=1,0,1)

Summary of Quality Checks Pivot Table:

Data	Total
Sum of FailSurveyTime	4
Sum of FailPoweradeHA	98
Sum of FailGatoradeHA	92

### C.2 Total Useable Respondents:

Usable coded as 0

NonUseable coded as 1

Count of RespID	
NonUsable	Total
0	866
1	115
Grand Total	981

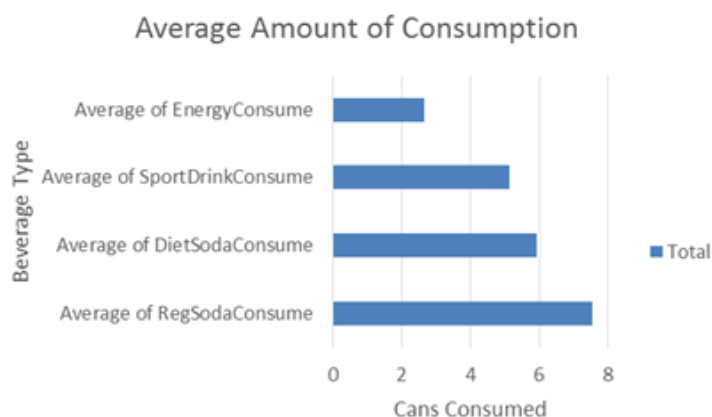
### C.3 Coding for Category Usage

=IF(G2=""," ",IF(G2=1,0,IF(G2=2,1,IF(G2=3,4,IF(G2=4,8,IF(G2=5,11,IF(G2=6,14,IF(G2=7,17,IF(G2=8,20,IF(G2=9,23,IF(G2=10,27.5,IF(G2=11,33,IF(G2=12,38,""))))))))))))

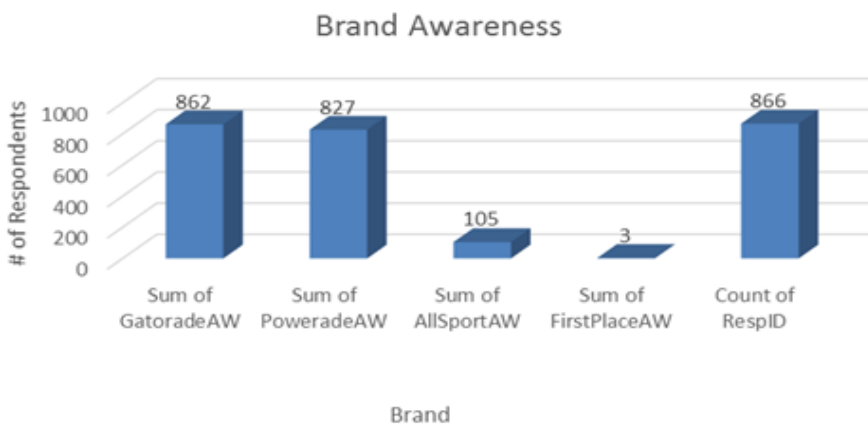
RespID	RespNumber	NonUsable	FailSurveyTime	SurveyCompTime	RegSodaConsume	P30RegSoda	DietSodaConsume	P30DietSoda
R_b1PlzEpQGjzCb3-EE2	11	0	0	13.33333333	4	3	0	1
R_bBjrtMMre8FzJKfj	12	0	0	16.6	1	2	11	5
R_56dT8BtN8M7Eg4J	13	0	0	10.41666666	8	4		
R_4Mk3hJhnlT3uCFI	1187	0	0	21.58333333	0	1	0	1
R_ekD5ZQH04z32OY5	15	0	0	16.58333333	4	3	1	2
R_6F3ti7Wd4onIQe1	1186	0	0	13.25666667	4	3	0	1
R_9nIzRgBpzB2y05L	17	0	0	6.600000003	38	12	1	2

#### C.4 Category Consumption Summaries per Respondent

Values	
Average of RegSodaConsume	7.538773148
Average of DietSodaConsume	5.944055944
Average of SportDrinkConsume	5.134570766
Average of EnergyConsume	2.660278746
Count of RespID	866



Values	
Sum of GatoradeAW	862
Sum of PoweradeAW	827
Sum of AllSportAW	105
Sum of FirstPlaceAW	3
Count of RespID	866



### C.5 Coding for Awareness:

Aware: 1

Unaware: 0

Blanks: left blank

=IF(P2="", "", IF(P2=1, 1, 0))

### C.6 Coding for Past 30 days Usage

=IF(X2="", "", IF(X2=1, 0, IF(X2=2, 1, IF(X2=3, 4, IF(X2=4, 8, IF(X2=5, 11, IF(X2=6, 14, IF(X2=7, 17, IF(X2=8, 20, IF(X2=9, 23, IF(X2=10, 27.5, IF(X2=11, 33, IF(X2=12, 37, "")))))))))))))

Cans/bottles consumed by brand:

Values	
Sum of GatoradeP30Use	2719.5
Sum of PoweradeP30Use	1703
Sum of AllSportP30Use	164
Sum of FirstPlaceP30Use	90
Count of RespID	866

### C.7. Coding for Usage Percent Triers

=IF(X2="", "", IF(X2=1, 0, 1))

AllSportP30Use	P30AllSport	GatoradeP30Use	P30Gatorade	FirstPlaceP30Use	P30FirstPlace	PoweradeP30Use	P30Powerade
0	1	0	1	0	1	0	1
0	1	1	3	0	1	1	2
0	1	1	3	0	1	0	1
		1	9			1	10
0	1	0	1	0	1	1	2
0	1	0	1	0	1	0	1
0	1	1	5	0	1	1	5
						1	2

Values	
Sum of GatoradeP30UsePercent	66.05%
Sum of PoweradeP30UsePercent	43.53%
Sum of AllSportP30UsePercent	2.66%
Sum of FirstPlaceP30UsePercent	0.69%
Count of Total Respondents	100.00%

### C.8. Coding for Repeaters

=IF(AD2>2,1,IF(AD2="", "",0))

Values	
Sum of PoweradeRepeats	143
Sum of PoweradeNonRepeats	234
Sum of Total Respondents	866

### C.9. Plug Rules

Question 5:

*#5: How easy is it to find the following brands of sports drinks...*

We replaced all 6 and 7 values with blanks in the data

DistributeAllSport	DistributeGatorade	DistributeFirstPlace	DistributePowerade
	5		5
	5		3
5	5	5	5
	5		5
	5		5
	5		5
3	5	4	5
	5		5
	5		4
	5		5
	5		5
	5		5
1	5	1	5

Question 6:

*#6: How satisfied are you with each brand of sports drinks...*

We replaced all 6 and 7 values with blanks in the data

SatPowerade	SatGatorade	SatFirstPlace	SatAllSport
5	5		
2	4		
4	4		
5	5		
4	4		
4	5		
5	5		
5	5		
2	4		
5	5		

Question 7:

#7: For brands NOT used, which of the following are you likely to buy in the future...

We replaced all 6's with blanks in the data

FutureAllSport	FutureFirstPlace	FutureGatorade	FuturePowerade
2	2	5	5
3	2	5	4
		5	3
		5	5
2	2	4	
1	1	5	1
3	4	5	5
2	2		
3	3		1
		5	5

Question 8:

#8: How much do you agree or disagree that Powerade...

We replaced all 6 and 7 values with blanks in the data

RestorePowerade	QuenchesPowerade	FindPowerade	FlavorsPowerade	ValuePowerade	AthletePowerade
5	5	5	5	5	2
4	4	2	3	5	3
2	4	3	2	2	2
5	5	5	5	5	5
	4	5	2		
2	4	4	4	3	1
4	3	4		5	3

Question 9:

#9: How much do you agree or disagree that Gatorade...

We replaced all 6 and 7 values with blanks in the data

RestoreGatorade	QuenchesGatorade	FindGatorade	FlavorsGatorade	ValueGatorade	AthleteGatorade	ImproveGatorade
5	5	5	5	5	1	1
5	5	5	5	4	3	3
2	4	4	2		2	3
5	5	5	5	5	5	5
	5	5	3	3		
2	4	1	5	4	1	1

Question 11:

#11: Now, think about yourself relative to other people, how much do you agree or disagree with the following statements...

We replaced all 6's with blanks in the data

RespectPeople	Independent	Sacrifice	NoDirect	Imagination	ParentAdvice	Fate	Forthright	Cooperate	Rewards
4	4	4	4	5	4	3	4	4	4
2	5	2	4	5	1	2	3	3	4
4	4	4	4	3	3	4	4	4	4
				5					5
4	4	3	2	5	3	4	3	4	3
5	5	3	4	4	4	3	4	5	3
4	4	3	3	4	3	3	4	5	4
5	4	3	4	4	2	3	3	4	4
4	4	4	4	3	4	3	3	5	3

## C.10. Descriptives

Powerade:

RestorePowerade		QuenchesPowerade		FindPowerade		FlavorsPowerade	
Mean	3.4729194	Mean	4.002554278	Mean	4.461922597	Mean	4.135615
Standard Error	0.0335115	Standard Error	0.030457058	Standard Error	0.024386628	Standard Error	0.026978
Median	4	Median	4	Median	5	Median	4
Mode	4	Mode	4	Mode	5	Mode	4
Standard Deviation	0.922022484	Standard Deviation	0.852253588	Standard Deviation	0.690188959	Standard Deviation	0.757776
Sample Variance	0.85012546	Sample Variance	0.726336178	Sample Variance	0.476360799	Sample Variance	0.574225
Kurtosis	0.328634109	Kurtosis	2.377426103	Kurtosis	3.826645368	Kurtosis	1.80571
Skewness	-0.636019846	Skewness	-1.272374817	Skewness	-1.543826223	Skewness	-1.0206
Range	4	Range	4	Range	4	Range	4
Minimum	1	Minimum	1	Minimum	1	Minimum	1
Maximum	5	Maximum	5	Maximum	5	Maximum	5
Sum	2629	Sum	3134	Sum	3574	Sum	3263
Count	757	Count	783	Count	801	Count	789

Gatorade:

RestoreGatorade		QuenchesGatorade		FindGatorade		FlavorsGatorade	
Mean	3.619631902	Mean	4.144564	Mean	4.717857	Mean	4.432783
Standard Error	0.034857774	Standard Error	0.028125	Standard Error	0.019578	Standard Error	0.023897
Median	4	Median	4	Median	5	Median	5
Mode	4	Mode	4	Mode	5	Mode	5
Standard Deviation	0.995126879	Standard Deviation	0.81369	Standard Deviation	0.567423	Standard Deviation	0.695888
Sample Variance	0.990277506	Sample Variance	0.662091	Sample Variance	0.321969	Sample Variance	0.48426
Kurtosis	0.260638432	Kurtosis	3.592806	Kurtosis	9.765555	Kurtosis	3.334726
Skewness	-0.741476049	Skewness	-1.49915	Skewness	-2.63864	Skewness	-1.45485
Range	4	Range	4	Range	4	Range	4
Minimum	1	Minimum	1	Minimum	1	Minimum	1
Maximum	5	Maximum	5	Maximum	5	Maximum	5
Sum	2950	Sum	3469	Sum	3963	Sum	3759
Count	815	Count	837	Count	840	Count	848

C.11. Unaided Awareness

Values	
Average of UnGatorade	0.94
Average of UnPowerade	0.8
Average of UnVitaminWater	0.1
Average of UnPropel	0.04

UnGatorade		UnPowerade		UnVitaminWater		UnPropel	
Mean	0.94	Mean	0.8	Mean	0.1	Mean	0.04
Standard Error	0.034	Standard Error	0.057	Standard Error	0.043	Standard Error	0.028
Median	1	Median	1	Median	0	Median	0
Mode	1	Mode	1	Mode	0	Mode	0
Standard Deviation	0.240	Standard Deviation	0.404	Standard Deviation	0.303	Standard Deviation	0.198
Sample Variance	0.058	Sample Variance	0.163	Sample Variance	0.092	Sample Variance	0.039
Kurtosis	13.124	Kurtosis	0.407	Kurtosis	5.792	Kurtosis	22.331
Skewness	-3.821	Skewness	-1.547	Skewness	2.750	Skewness	4.841
Range	1	Range	1	Range	1	Range	1
Minimum	0	Minimum	0	Minimum	0	Minimum	0
Maximum	1	Maximum	1	Maximum	1	Maximum	1
Sum	47	Sum	40	Sum	5	Sum	2
Count	50	Count	50	Count	50	Count	50

C.12. Coding for Mean Attributes

Income-

=IF(CU2=1,25000,IF(CU2=2,38000,IF(CU2=3,63000,IF(CU2=4,88000,IF(CU2=5,113000,IF(CU2=6,138000,151000))))))

Age-

=IF(CW2=1,22,IF(CW2=2,27,IF(CW2=3,32,IF(CW2=4,37,IF(CW2=5,42,IF(CW2=6,47,IF(CW2=7,52,IF(CW2=8,57,60)))))))

Gender- (1=Male,0=Female)

=IF(CY2=1,1,0)

Kids Under 18- (1=Yes,0=No)

=IF(DA2=1,1,0)



C.13. Copy of Excel Spreadsheet for formatting example

RespID	RespNumber	SurveyCompTime	P30RegSo	P30DietSo	P30Sports	P30Energy
R_b1PlzEpQGjzCib3 -EE2	11	13.33333333	3	1	1	2
R_bBjrMMre8FzJKfj	12	16.6	2	5	4	2
R_56dTBBtN8M7Eg4J	13	10.41666666	4		3	1
R_cXZHsfE1HRO3UiN	14	9.683333334	1	12	1	1
R_ekD5ZQH04z32OY5	15	16.58333333	3	2	2	3
R_0jn0AjRydFQAUNn	16	5.583333329	2	1	2	1
R_9nlzRgBpzB2y05L	17	6.600000003	12	2	9	1
R_3rZeJ6mCEBppzTf	18	11.56666667	4	1	2	1
R_5j1XAxLWafPtLkp	19	8.033333325	10	1	6	3
R_cMBXpzReai3Pb8x	21	9.316666676	3	3	2	2
R_es0MGCwcc5NorZP	22	10.06666666	2	4	12	1

## Appendix D: Results

### D.1. Powerade Usage Hypothesis Paired Sample Test

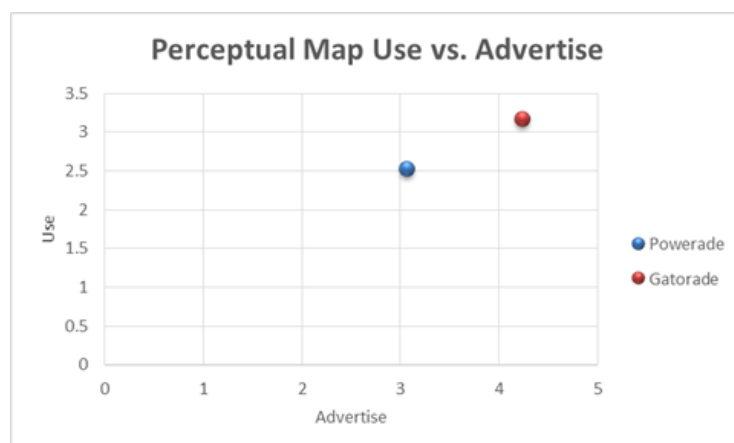
Paired Samples Test									
		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	PoweradeP30 Use - GatoradeP30 Use	-.2186	.5524	.0189	-.2557	-.1814	-11.543	850	.000

Null Hypothesis: There is no difference in usage between Powerade and Gatorade.

Alternative Hypothesis: There is a difference in usage between Powerade and Gatorade.

\*Based on Hypothesis test, there **is a significant difference** in usage between Powerade and Gatorade.

### D.2. Perceptual Map or Usage vs. Advertising



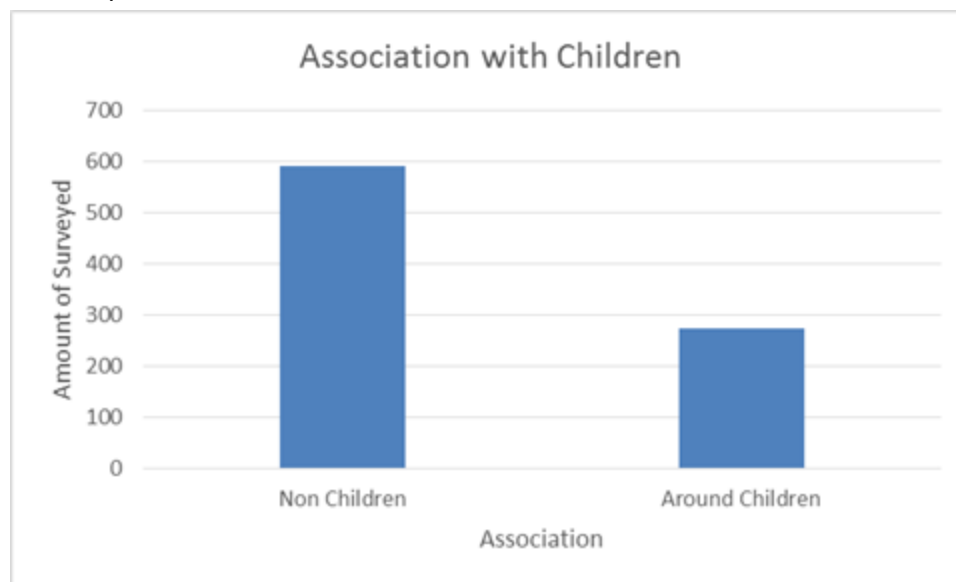
### D.3. Independent Sample T-Test comparing advertising and Powerade use

Independent Samples Test									
		Levene's Test for Equality of Variances		t-test for Equality of Means					
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference Lower Upper
AdvertisePowerade	Equal variances assumed	6.300	.012	5.718	799	.000	.4947	.0865	.3249 .6645
	Equal variances not assumed			5.759	794.546	.000	.4947	.0859	.3261 .6633

Independent Samples Test									
		Levene's Test for Equality of Variances		t-test for Equality of Means					
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference Lower Upper
SeriousPowerade	Equal variances assumed	.025	.873	1.933	791	.054	.1172	.0606	-.0018 .2363
	Equal variances not assumed			1.922	754.414	.055	.1172	.0610	-.0025 .2369

Independent Samples Test									
		Levene's Test for Equality of Variances		t-test for Equality of Means					
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference Lower Upper
FriendsPowerade	Equal variances assumed	9.041	.003	8.016	751	.000	.6202	.0774	.4683 .7721
	Equal variances not assumed			8.083	750.928	.000	.6202	.0767	.4696 .7709

### D.4 Respondents with or without children in household



### D.5 Children and Powerade Usage

## Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
AroundChildren * PoweradeP30Use	854	98.6%	12	1.4%	866	100.0%

## AroundChildren \* PoweradeP30Use Cross tabulation

Count		PoweradeP30Use		Total
		.0	1.0	
AroundChildren	.0	334	252	586
	1.0	143	125	268
Total		477	377	854

## Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.987 <sup>a</sup>	1	.320		
Continuity Correction <sup>b</sup>	.845	1	.358		
Likelihood Ratio	.986	1	.321		

<b>Fisher's Exact Test</b>				<b>.335</b>	<b>.179</b>
<b>Linear-by-Linear Association</b>	<b>.986</b>	<b>1</b>	<b>.321</b>		
<b>N of Valid Cases</b>	<b>854</b>				

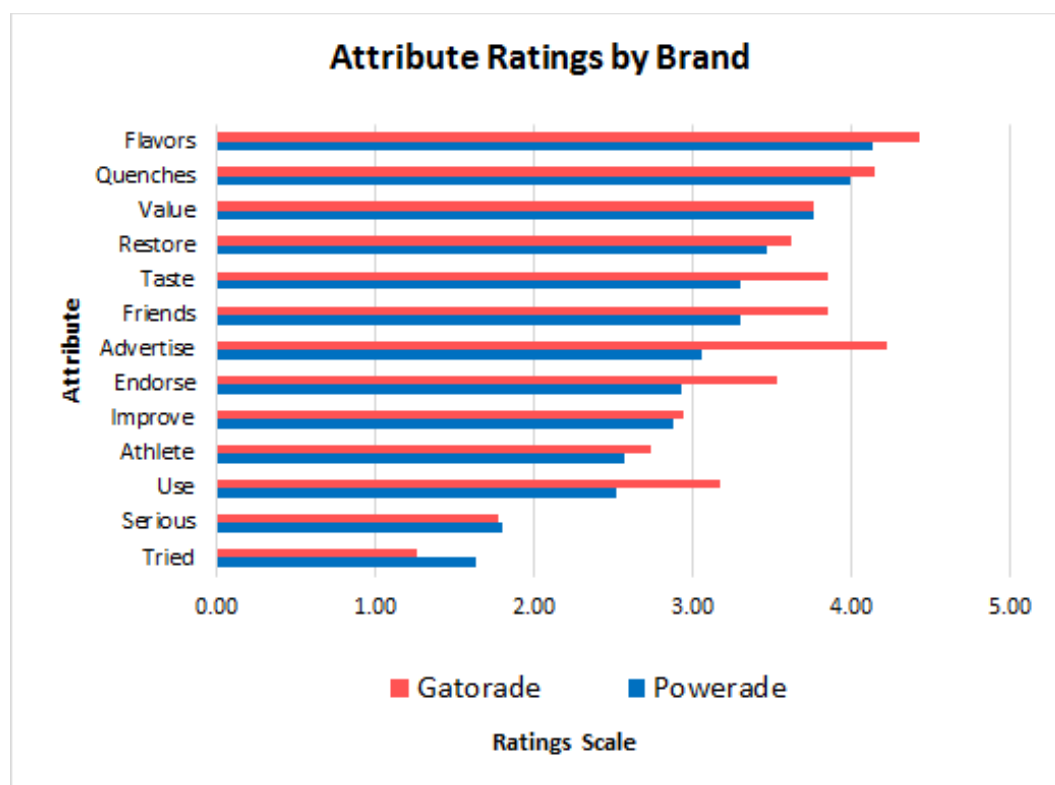
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 118.31.

b. Computed only for a 2x2 table

#### D.6 Paired Samples Test of Attributes for Powerade vs. Gatorade

Paired Samples Test									
		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	RestorePowerade - RestoreGatorade	-.1317	.7826	.0287	-.1880	-.0754	-4.591	743	.000
Pair 2	QuenchesPowerade - QuenchesGatorade	-.1331	.7641	.0275	-.1870	-.0792	-4.845	773	.000
Pair 3	FindPowerade - FindGatorade	-.2538	.6942	.0247	-.3023	-.2053	-10.264	787	.000
Pair 4	FlavorsPowerade - FlavorsGatorade	-.3040	.7929	.0283	-.3596	-.2483	-10.727	782	.000
Pair 5	ValuePowerade - ValueGatorade	.0039	.8705	.0315	-.0579	.0657	.125	764	.901
Pair 6	AthletePowerade - AthleteGatorade	-.1751	.8041	.0293	-.2326	-.1176	-5.978	753	.000
Pair 7	ImprovePowerade - ImproveGatorade	-.0390	.7935	.0291	-.0961	.0181	-1.340	743	.181
Pair 8	TastePowerade - TasteGatorade	-.5439	1.4046	.0508	-.6437	-.4441	-10.697	762	.000
Pair 9	UsePowerade - UseGatorade	-.6549	1.3060	.0455	-.7443	-.5656	-14.386	822	.000
Pair 10	NotTriedPowerade - NotTriedGatorade	.3594	1.1368	.0392	.2826	.4363	9.180	842	.000
Pair 11	FriendsPowerade - FriendsGatorade	-.5167	1.0728	.0393	-.5938	-.4397	-13.165	746	.000

Pair 12	AdvertisePowerade - AdvertiseGatorade	-1.16 60	1.2697	.0450	-1.2544	-1.0776	-25.893	794	.000
Pair 13	EndorsePowerade - EndorseGatorade	-.576 6	1.0052	.0392	-.6535	-.4997	-14.726	658	.000
Pair 14	SeriousPowerade - SeriousGatorade	.0402	.7857	.0278	-.0145	.0949	1.444	795	.149



## Appendix E: Recommendations

### E.1: Campaign Costs

Design New Label & Promo Materials	\$500,00
Social Media Campaign	\$350,000
Hire Project Manager	\$120,000
Produce 30 Second TV Ad	\$425,000
2016 SuperBowl 30 Second TV Ad	\$4,500,000
Print In-Store Displays	\$1,000,000
Additional TV Air Time (60 Days)	\$75,000
Additional Costs (Legal Fees, Etc.)	\$625,000
<b>Total Costs</b>	<b>\$7,595,000</b>

### E.2: Financial Assumptions

Assume AED = .25

Assume Gross Margin = 50%

Powerade spending in 2010 = 15 million

### E.3: Sales Increase

$(22.595\text{mil} - 15\text{mil}) / 15\text{mil} = 50.6\%$  increase in advertising expenditure

$(.506 * .25) = .1266 = \mathbf{12.66\%}$  increase in Powerade sales

### E.4: Return on Investment

Starting Revenue 2014: \$1.170 billion

Ending Revenue: \$1.170 billion + 12.66% sales increase = \$1,318,122,000 billion

Incremental Revenue: \$148,122,000 million (1.318122 bil - 1.170 bil)

Gross Margin: 50%

Incremental GM: \$148,122,000 million \* 50% = \$74,061,000

Incremental Marketing Costs: \$7,595,000 million (cost of recommendation)

$\text{ROI} = (\$74,061,000\text{M} - \$7,595,000\text{M}) / (\$7,595,000) = 8.75 * 100 = \mathbf{875.13\%}$

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