



# 98 STRONG

*Authentic Gen Z Influence*





# GFUEL

*ENERGY FORMULA*

Targeted In Person  
Promotions & Samplings

# THE CHALLENGE

G FUEL was looking to drive trial at events across the country and in priority Walmart locations.



**G FUEL**  
ENERGY FORMULA

**CHALLENGE**



**OPPORTUNITY**



# THE OPPORTUNITY

G FUEL had the opportunity to leverage NCAA Student Athletes with hyperlocal audiences to drive trial in priority markets.



**G FUEL**  
ENERGY FORMULA

**OPPORTUNITY**



**SUCCESS**



**GFUEL**  
ENERGY FORMULA



# SUMMER SAMPLINGS

20

Student  
Athletes

3

Walmart  
Samplings

400+

Pieces of  
Content

2,000+

Cans In Hands

3

Event  
Samplings

10

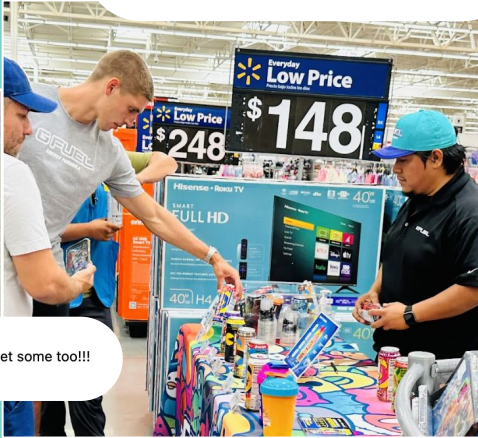
Universities



# CAMPAIGN ACTIVATION



alamo.eth B. E. E. F.  
G Fuel got that rim looking short



cbmenifee Get it girl!! I'm gonna get some too!!!



riley.goossen never thought I would want to go to anime can so badly



reilynturner Omg I want some now!



brooklinwoolf EPIC DAY AT ANIME CON 🤪



**POWERED BY**



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