

# Powerade – ‘Workout Billboard’

## Objective

To establish Powerade as the sports drink for active people.

## Insight

The young target audience of the campaign doesn't care about advertising, but they do care for their bodies.

## Approach

Each billboard was placed where there was high pedestrian activity; near parks, sports clubs and gyms.

## Impact

The design interested and involved users: 54,000 over the 3 weekends, and an online documentary film also reached millions online.



*Category: Beverage*

*Year: 2015*

*Creative Agency: Ogilvy & Mather Berlin*

*Video: <https://www.youtube.com/watch?v=mJB4Djgg4mw>*