

# Chinese whispers<sup>o</sup> DDB China Group

## Children, Fun and Future: Taking Sports “Beyond 2008”



In an Olympic year it's no surprise that practically every advert has a link to the gigantic sporting event. In fact advertising Olympic fatigue was often talked about at the water cooler. Could anyone—we asked between sips—do something a bit different?

Gatorade—the world's number 1 sports drink —asked us to produce a TVC for them and so the Challenge to do things differently was set.

### The Challenge

Since Gatorade was not an official Olympic sponsor restrictions were pretty tight. The TVC could not refer to the *Olympics*, nor to *Team China*, let alone to *Beijing!* So our Creative team wrestled with ideas, heavy lifted concepts, shot down the familiar, and dived into the unknown. Eventually simplicity won.

### The Idea and Execution

To us, Sports is not just about 2008. In China the 2008 Olympics changed people's relationship with sports. It got everyone excited and motivated to continue exercising in their everyday lives, beyond the Olympics.

In the past Gatorade has often been associated with professional sportsmen and women. But in fact our research showed that people across the country were getting involved with sports, whether just running in the park, hip hop dancing on the street, doing some morning tai-chi or playing in a local football team. People are getting physical and Gatorade can help them stay active any time, anywhere.

We wanted to make the drink appealing to a much wider audience, simply, to make everyone who's into exercising aware of its benefits. We created an edgy urban commercial showing people taking part in everyday sporting activities; such as kicking a ball, skipping, somersaulting or jumping on a trampoline. In each shot someone is counting ([click here to watch the TVC](#)), the counting goes to 2008 and keeps going.

The TVC was shot in Beijing in a record 48 hours. Hundreds of performers and actors were involved in the shoot which was spread over 10 locations.

The message in the TVC is subtle, bottles of Gatorade are discreetly placed in some of the shots—by replenishing your body, Gatorade helps you play for longer.

We were especially impressed with the young ping pong players and gymnasts—already showing promise of gold medals for their future career!

Every moment counts so keep playing...

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