

Cadbury Schweppes Americas Beverages

Accelerade Custom Training Videos

Cadbury Schweppes Americas Beverages wanted to generate awareness of their newly launched, protein enhanced sports drink, Accelerade, in the endurance sports market. By communicating with endurance athletes on a personal level, Accelerade's focus was to become a trusted brand and partner within the sports drink industry.



Accelerade and Active.com worked to create a multi-tiered interactive campaign that included sponsorship of key sections on Active.com, display ads, custom emails to endurance athletes and the creation of 25 unique training videos featuring six-time Ironman World Champion, Dave Scott, branded in Accelerade apparel.

The sponsored, video content provided a seamless user experience, allowing viewers to view, download and share videos and podcasts on their PC's and mobile devices, all free of charge. The Accelerade content



integration on Active.com combined cutting-edge technology and a celebrity coach to help endurance athletes of all levels improve their training and share knowledge with others, all while associating Accelerade, the brand, with the endurance community.

Results

Campaign results and user feedback show the program was successful in reaching cyclists, runners and triathletes of all levels nationwide.

Results from the campaign's official end date show over 27,000 unique visitors have viewed the custom videos with repeat visits, the training videos have been viewed over 72,000 times, 22 percent of visitors downloaded a video or podcast to their mobile device and each visitor, on average, watched 2.8 videos.

The program has also been reported to have been viewed and shared on YouTube.com and through viewer iPods, thus extending the reach of the Accelerade brand.

