

SIUE Advertising
Dunham Hall, Radio Studio 131
Edwardsville, Illinois
BROADCAST DEPARTMENT

CLIENT: PepsiCo
PRODUCT: Gatorade
WRITER: Haylee Lake
LENGTH: 30

Do you want refreshing, empowering, and delicious all in one drink?

SFX: CRISP SNAP OF A GATORADE BOTTLE OPENING.

SFX: SOMEONE TAKING A SIP AND LETTING OUT A REFRESHED SIGH

MX: UPBEAT MOTIVATING MUSIC

Try Gatorade! Gatorade replenishes your body after a long, hard day, making it a great option for athletes.

It has electrolytes, which is exactly what you need after an intense workout.

SFX: GENTLE AMBIENT EVENING SOUNDS

What if you want that same legendary hydration before bed?

That's where Gatorade Zero comes in. There's no sugar, so you can enjoy at any time worry-free.

MX: UPBEAT MUSIC REACHES ITS PEAK

With twenty-two flavors and sugar-free options, Gatorade has something for everyone.

MX: FADES OUT