

# campaign

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## M&C unveils Lucozade campaign

by John Tylee

Revolutionary special effects that show a character made out of water are featured in new television advertising aimed at boosting the Lucozade brand's credentials in the burgeoning sports drinks market.

M&C Saatchi produced the £2.3 million campaign for Lucozade Sport Hydro Active, which marks the brand's entry into the so-called "fitness hydration" market.

The product contains fewer carbohydrates than the main

Lucozade Sports brand and is targeted at athletes who want to minimise their calorie intake.

GlaxoSmithKline, the product's owner, claims the essential salts in Sport Hydro Active help replace the fluid lost during exercise. Its light fruit flavour is intended to encourage users to drink at the time they need it most.

The new ad, breaking nationally on Monday, is part of an effort to convince gym goers, particularly women, to think twice about drinking



Lucozade...targeting exercise fans who drink mainly water

water before they exercise.

It is a response to GSK research claiming to have discovered a clear consumer need for a new type of sports drink among regular exercisers. They are driven by the desire to keep fit and in shape but are currently mainly drinking water.

Matt Eastwood, the agency's creative director, said: "Lucozade Sport Hydro Active is the first product of its kind in the UK and so, too, is its advertising. The special effects in this spot have never been

done to this level before."

The film was written by Kit Dayaram, art directed by Colleen Philips and directed by Philippe Andre though Harry Nash.

MediaCom is handling media buying for the campaign, which also includes a poster and women's press initiative covering titles such as *Cosmopolitan*, *Company*, *Glamour* and *Shape*.

TV ads will run around programmes including *The Salon*, *Friends* and *Jamie's Kitchen*.