



AWARD FOR POWERADE

- '*POWERADE*' Innergear campaign wins Hollis Award -

2 April 2009: The team behind *Powerade's* Innergear campaign is celebrating after winning the Hollis Award for 'Sports Sponsorship', a category dominated by Synergy who submitted three out of the four short-listed entries. The *Powerade* campaign has already won the highly regarded MCCA Best Awards for 'Best Communication Campaign featuring Sponsorship' and is also short-listed for the Sport Industry Awards in 2009.

Entered on behalf of *Powerade* by its sponsorship agency, Synergy, the integrated campaign featured striking photography of Team GB athletes, including Olympic Gold medallist Rebecca Romero, and Olympic silver medallist, Phillips Idowu, showcasing their individual sports and the make-up of their athletic bodies, 'naked'. The athletes were chosen as a showcase of the diversity of talent in Team GB at the Beijing 2008 Olympic Games. The essence of the *Powerade* InnerGear concept illustrates that what athletes put inside their bodies and how they prepare – their InnerGear – is just as important as their outer gear (sports kit).

The campaign focused on the sponsorship by *Powerade* of Team GB, as the Official Sports Drink, and via its cross agency team was supported by a brand experience, point-of-sale activity, PR and a print and outdoor advertising campaign. *Powerade* was praised by the judges for the impact that the innovative campaign had on the brand with market share in the sector reaching its' highest-ever levels.

Beth Allen, Senior Brand Manager for *Powerade* said:

"Getting such a great endorsement from the industry for our work is a tribute to the team. Everyone is used to seeing athletes in competition or winning. We wanted to give the consumer the chance to see the real make-up of an athlete celebrating the body and spirit and the hard work that goes into training for all athletes, whatever your level. The shots looked fantastic and are a testament to the photographer and the athletes."

Tim Crow, CEO of Synergy said:

"We're naturally really pleased for the Powerade team and very proud that this campaign has been further recognised following the MCCA award earlier this month."

For more information on Powerade and the Innergear concept please visit
powerade.com

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Notes to editors:

About Powerade

Powerade is the official sports drink and InnerGear of Team GB. The Isotonic sports drink has been developed by sports scientists to enhance performance through energy and hydration.

Powerade is a registered trademark of The Coca-Cola Company.

About Synergy

Synergy (www.synergy-sponsorship.com) is a multidisciplinary specialist sponsorship consultancy founded in 1984, which guides brands from strategy to delivery and counts Aviva, Ballantine's, British Airways, Chivas Regal, Coca-Cola, Guinness, Powerade and RBS among its clients. Synergy is part of the Engine Group (www.theenginegroup.com), one of the UK's fastest growing integrated communications groups and the largest privately owned marketing services group in the UK. Formed in 2005, Engine has been built through a strategy of organic growth and acquisition. Engine's fourteen partner companies are: Synergy, WCRS, Dave, Woo, Slice, Huge Entertainment, Altogether, Digital Public, Mandate, Partners Andrews Aldridge, Fuel, Hogarth, Totem and Edwards Groom Saunders.