

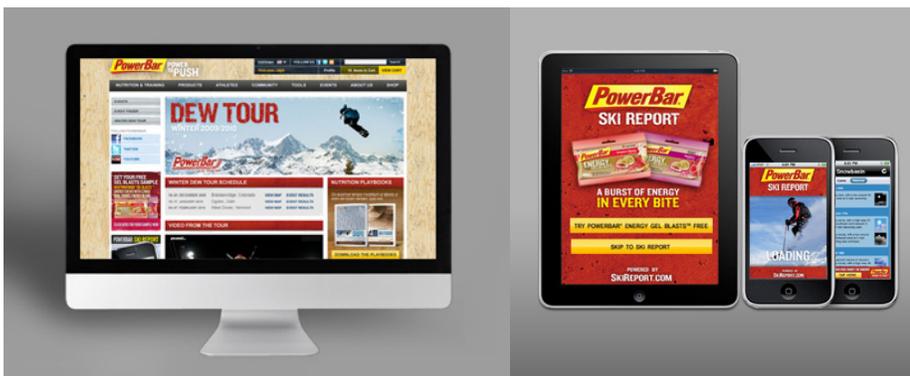
CASE STUDY / POWERBAR: DEW TOUR PARTNERSHIP

SPORTS MARKETING SUCCESS: DEW TOUR PARTNERSHIP GENERATES SIGNIFICANT JUMP IN AWARENESS AND SALES

PowerBar launched PowerBar® Energy Blasts gel filled chews for athlete use during high-intensity exercise. As a part of the product launch, PowerBar wanted to create awareness, trial, and sales.



Left to right: PowerBar Dew Tour tent exterior, PowerBar bench, and tent interior



PowerBar Dew Tour landing page and online platforms

CHALLENGE

This target audience has strong growth potential for PowerBar®. OIC needed a campaign that would click with these young, media-savvy consumers.

SOLUTION

PowerBar's partnership with the Dew Tour provided an ideal opportunity to reach this target market. Action sports is the fastest-growing sports segment, and the Dew Tour appeals to this enthusiastic demographic. This provided PowerBar with a large-scale but highly focused audience with millions of fans worldwide.

At each of the eight Dew Tour events, PowerBar placed logos and branding on fan clothing, benches, and kiosks. To directly connect the onsite and online campaign components, PowerBar banners steered fans to online contests, and jumbotrons featured tour videos.

Online promotions appeared on the Dew Tour site and PowerBar.com. A widget from OIC partner Clearspring Technologies enabled fans to watch videos, track event performance, and request free samples. PowerBar created fan engagement by asking them to vote for "Athlete of the Year" and "Trick of the Year" and developed a mobile app for checking ski conditions at local slopes.

RESULTS

PowerBar Energy Blasts gel filled chews added significantly to its e-commerce sales. And PowerBar's Dew Tour sponsorship was a resounding success overall. OIC's integrated activation plan enabled PowerBar to gain prominent logo displays on every course. PowerBar saw increases in its Facebook user base and in "qualified monthly lead" visits to PowerBar.com.

The Dew Tour sponsorship was designed to promote a particular product to a specific demographic. In reality, it provided a much broader brand awareness for PowerBar.

**/ INCREASE TO POWERBAR'S
QUALIFIED MONTHLY LEADS AND
VISITS TO POWERBAR.COM**

/ INCREASE TO FACEBOOK USER BASE

/ INCREASE IN SALES