

50 THE FAB CASE STUDY



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CAMPAIGN: GATORADE FUEL LAB
CLIENT: MKTG
EXHIBIT BUILDER: DIMENSIONAL COMMUNICATIONS

Dimensional Communications had the privilege of partnering with MKTG to create one of the most talked about experiences at the SXSW Festival in Austin: The Gatorade Fuel Lab. In this digital age, it's essential to create brand experiences that combine eye-catching design with the newest technologies to exceed visitors' expectations. The Gatorade Fuel Lab did just that.



The Lab was meant to be a replica of Gatorade's Barrington, Illinois headquarters where famous athletes have created their own customized "sports fuel" formulas. We worked to recreate this down to the last detail. Aside from engineering the design of the exhibit and building each unique structure, our crew produced custom SEG fabric graphics and installed the entire exhibit on site.

The result was a multi-room, interactive, and scientific experience for attendees who not only learned about Gatorade's "sweat patch" technology, but also had the opportunity to put it to use by creating their own custom bottle caps and choosing a drink formula that was tailored to their workout needs.

More than 8,100 attendees experienced the Lab, more than 3,245 Snapchat geofilter uses were recorded and the activation earned upwards of 219 million media impressions. The event was a huge success and surely just the beginning for what's to come with future exhibits in digital brand innovation space.

