

Gatorade drives growth in independent retail stores.

In a test comparison of NRS stores selling Gatorade's Bolt 24 products in the same period in 2020, sales in advertised stores **performed 7% better than non-advertised stores.**

Flight: **6wks**

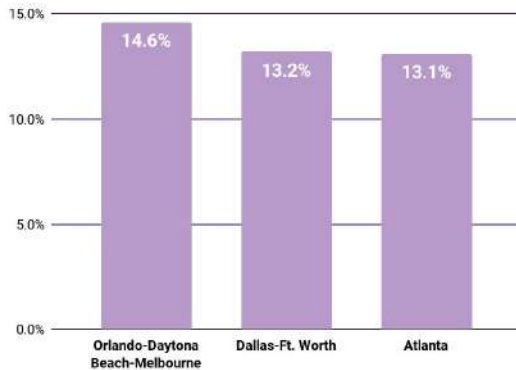
A18+ Impressions: **7M**

Outcomes:

Sales Percent Change vs. LY



Top 3 DMAs with Highest Change vs. LY



In addition to growth in Bolt24 sales, Gatorade experienced a **9.2% increase in product sales overall.**

