**30 For 30: The Sweat Solution**

After watching *30 For 30: The Sweat Solution*, answer the following questions on branding.

1. Explain the Gatorade BRAND. While I want you to describe the brand attributes, logo, slogan, product lines, etc., I also want you to think of the brand as a promise to the customer – what is Gatorade offering to their consumers (think Brand IMAGE)? What is the unique benefit you get by drinking Gatorade?
2. Although the video doesn’t talk about Gatorade today, how has it evolved since it originated in the 1960’s?

1. Gatorade was started with the Florida Gators, thus the “Gator” portion of their name. Do you feel this name was an appropriate choice for their brand? Why or why not? Provide at least one alternative name for the drink.
2. After the Gatorade began producing the drink and selling it nationwide, do you think they should have considered changing their name? Do you think this would have impacted their success if they did? Why or why not?