

PowerAde Kits

The Challenge

A multinational beverage client needed to send sample kits of their new sports drink powder to Athletic Directors at 10,000 high schools across the U.S. Each kit had to include three powder flavors and several printed materials, all sourced from multiple vendors. The deadline was tight—they had to ship before year-end for budget reasons, but arrive just as schools returned from winter break. Handling this in-house would have resulted in high overhead and resource strain.



Solution

The Service Center deployed multiple tablets throughout the booth, enabling rapid consumer entry across all sweepstakes. A secure, automated system selected winners, delivered prize instructions via email, and issued unique serial codes to prevent fraud. Winner details were shared instantly with the client for seamless verification and recordkeeping.



Outcome

Over four days, the client captured thousands of sweepstakes entries and gained several thousand additional product opt-ins. The smooth integration of technology and secure data flow impressed the client and enhanced their consumer engagement on-site.

We helped this global brand turn a logistical challenge into a seamless consumer experience—proving our ability to deliver smart, scalable solutions that drive results and build trust.