

# POWERADE FIFA 2014 WORLD CUP SPONSORSHIP

CASE STUDY: RAPID RESPONSE TO CRITICAL NEEDS  
DESIGN, DEVELOPMENT  
SHORT RUN PRODUCTION  
INTERNATIONAL LOGISTICS & FULFILLMENT



## Case History

In February of 2014 Powerade contracted IBC to assist them on a time sensitive project to manufacture, custom decorate and distribute hydration equipment to the 32 teams competing in the 2014 FIFA World Cup games in Brazil. We had 45 days to complete the task beginning with design and moving through the processes of product development, production and final delivery to the teams located in and around Brazil. The products not only had to function as hydration devices for professional athletes but to also carry the Powerade brand via media to over a billion viewers

### The project required us to engage with 3 separate products

- Custom Design, Develop and Manufacture 150 pcs of a sport bottle carrier to meet an already produced custom sport bottle, and deliver to the 32 World Cup teams in Brazil.
- Custom Decorate 100 units 60 quart ice chests and deliver to the 32 World Cup teams in Brazil
- Take delivery of custom sport bottles purchased by Powerade and deliver to the 32 World Cup teams in Brazil

## Project Details

### Primary Objective:

Provide Powerade hydration delivery systems administered by athletic trainers to the professional players of the FIFA World Cup events while providing maximum "On Camera" TV coverage for the Powerade Sponsorship.



### Sport Bottle Carrier

- Given the short lead-time and low volume that made it impractical for Injection molding we opted to use a cast urethane process using a USA based manufacturing company with the appropriate skills and available production capacity.
- We began by designing the carrier to meet the size requirements of the custom Sport Bottle already produced. Through illustration and 3D CAD rendering we quickly provided the client with a concept for approval.
  - To determine that the product was functional acceptable we produced prototypes using a 3D stereo lithographic (SLA), an optical fabrication technique. In this case it provided us with a prototype at 50% scale within 24 hours of design approval for the 2nd stage approval.
  - With minor design revisions followed by finishing work required to achieve a desired look we proceeded to produce full scale SLA models that were used as part masters for the silicone molding and casting process.
- Impact resistant Polyurethane was selected to have the flexural strength and the durability as injection molded plastics.
- After finishing processes each carrier was then decorated by hand with vinyl decals and then carefully packed for transit to our consolidation point.

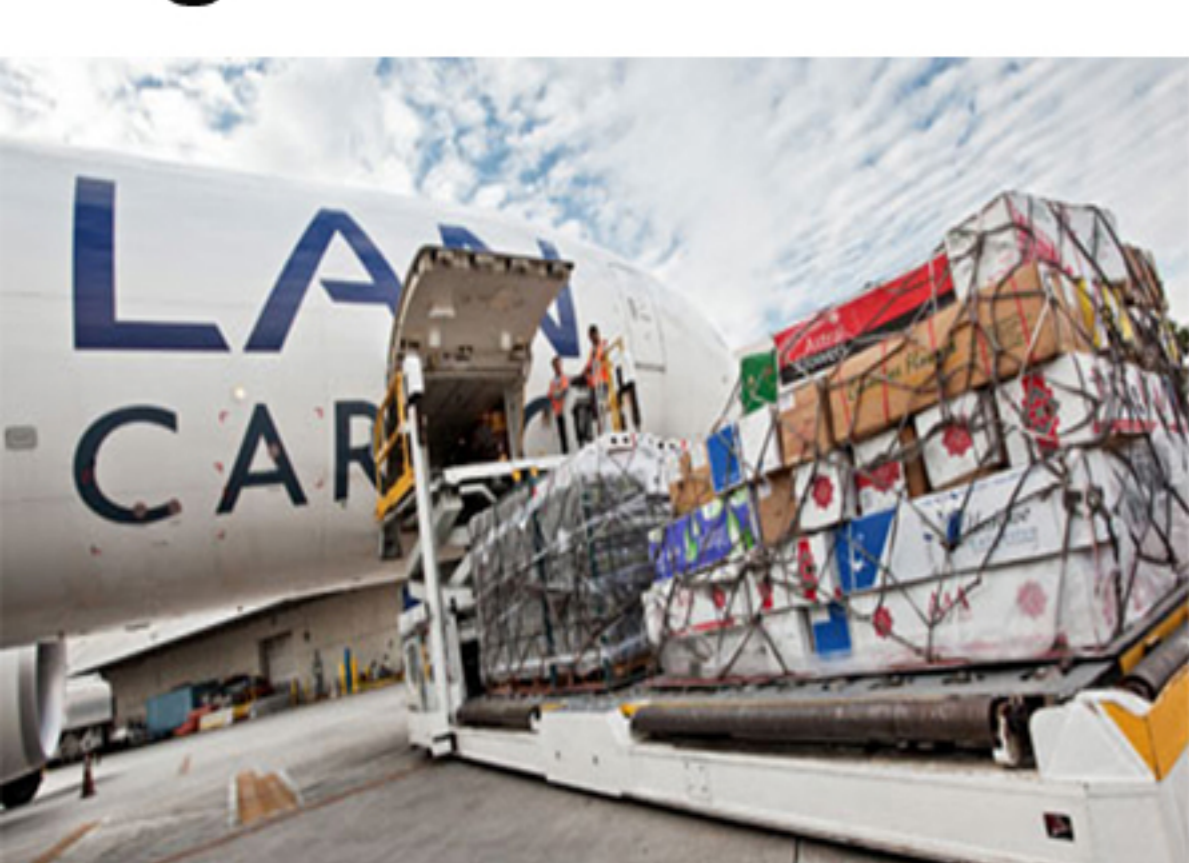


## Powerade 60 Quart Ice Chests

- 60 quart ice chests manufactured by Igloo were transited to our decorator
- Using a high grade DuPont vinyl material similar to what is used in auto wraps we printed the custom graphics and applied them to the ice chests.
- As the short lead-time dictated Air Freight transit to Brazil, all of the 150 custom sport bottle carriers were sent to our decorator and then carefully packaged inside the ice chests in order to reduce the freight cost to the client. Each carton was marked based on which of the 32 teams it was designated for prior to palletizing and shrink wrapping.



## Logistics



• Having a longstanding relationship with a freight forwarder makes the difference as to whether you can manage the logistics for a project like this. IBC has worked with the C.H. Robinson team for 28 years and on this occasion we put it to the test. Fortunately for IBC, C.H. Robinson's Atlanta General Manager, Jack Fleishman speaks fluent Portuguese and was instrumental in communicating between the Coca-Cola Brazil team, Brazilian Customs and IBC.

- All carriers and ice chests were delivered to each team on time and without difficulties.
- The vendor that produced the sport bottle for Powerade was not in a position to help assist the transit of their product so Coca-Cola International requested IBC to manage that for them which we were glad to assist.
- IBC continues to provide support for Coca-Cola International Events including Rugby World Cup, Fifa events in Europe & Russia and both Summer and Winter Olympic programs.