



# WHAT

Boost is India's leading chocolate flavoured nutritious beverage. Boost's main goal was to position itself as a health beverage among a younger demographic in Tamil Nadu.



**M MATHIVANNAN**  
**BOOST STAMINA STAR**

# OBJECTIVES

To enhance brand visibility and effectively communicate the campaign message to the target audience and parents of the youth demographic (7-18 yrs) across Tamil Nadu.



# EXECUTION

Given the significant presence of young fans at the stadiums during TNPL, ITW suggested Boost to run an activation as part of its partnership with TNPL as Associate Sponsor . Boost's campaign "Stamina Star Run" was implemented during the innings break. Cricket fans were randomly chosen from the crowd to participate in a stamina run at the stadium.

# RESULTS

Boost's regional presence experienced a significant increase with the Stamina star run being witnessed by approximately 72000 fans in four venues.