



ISOPURE x GoPro

Case Study

The GoPro Mountain Games

LIFESTYLE-DRIVEN ACTIVATION

Lifestyle-driven ISOPURE activation at the GoPro Mountain Games, connecting the brand with hardcore, energetic, health-minded athletes through sampling, education and an Athlete's Lounge.

Lifestyle Intersection • Sampling • Athlete Engagement

ISOPURE



Putting the Brand Into Consumer Context

An athlete-focused lounge, personalized Mixologist experience and mobile sampling program.

PROGRAM FOCUS

Gain ISOPURE access to hardcore, energetic, health-minded athletes by intersecting the brand with the competition, lifestyle and moments where the product is most relevant.

OUR APPROACH

Created an Athlete's Lounge with product samples, educational videos and massages, enhanced by a personalized ISOPURE Mixologist experience and mobile activations extending engagement.

ATHLETES

3,000+

ATTENDEES

85,000+

EVENT SPAN

4 DAYS



ISOPURE X AMAZON / TREASURE TRUCK

ISOPURE

