

**LUCOZADE SPORT CHALLENGE 2010** for the reader **Men's Health**

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**THE CHALLENGERS**



You've heard about the challenge and our challengers, now see how they get on. All six will be posting regular blogs to update you on their progress and share training and nutrition tips. And, if you're up to it, you can interact with the challenge by downloading their programmes and following them yourself.

**FOOTBALL CHALLENGE** with Steven Gerrard

**Chris Parsons**  
**Aim:** Being slimmer, toned and fitter would give me more confidence.

[FOLLOW MY PROGRESS](#)

**John Murphy**  
**Aim:** I'm going to America to coach football and I want to look the part.

[FOLLOW MY PROGRESS](#)

**RUGBY CHALLENGE** with James Haskell

**Gavin Hutt**  
**Aim:** To play senior rugby with my son before I hit 40.

[FOLLOW MY PROGRESS](#)

**Richard Whelan**  
**Aim:** To regain and obliterate my Pfl after coming back from injury.

[FOLLOW MY PROGRESS](#)

**STRENGTH CHALLENGE** with Harry Aikines-Aryeetey

**John Gandy**  
**Aim:** To feel good, look good and prove to myself that I can do this.

[FOLLOW MY PROGRESS](#)

**Nigel Brockman**  
**Aim:** I want to inspire my son by feeling healthier and looking good.

[FOLLOW MY PROGRESS](#)

**LATEST VIDEOS**

**NIGEL BROCKMAN**  
ACHIEVING GOALS

**COMPETITIONS**

worth over **£50** each

**5 gym training packs to be won**  
[Click here!](#)

**NUTRITION TIPS**

**First steps toward a healthier lifestyle and a better workout**  
[Read more](#)

**Speed, strength, power and endurance are all fundamental to success**  
[Read more](#)

**02 BLOG UPDATES**

**NIGEL'S BLOG**  
"My horse constantly smoothes deep heat!"

**GAVIN'S BLOG**  
"It's nice to wake up without that groggy feeling"

**FRISCHMIDT'S BLOG**  
"It was tough to the say the least"

**JOHANN'S BLOG**  
"I wasn't dead - not yet!"

**CHRIS'S BLOG**  
"One week down 12 to go!"

**JOHN'S BLOG**  
"I've made a new friend, pain, and we've seen each other every night this week."

**Disclaimer**  
Lucozade & Lucozade Sport are registered trade marks of the GlaxoSmithKline group of companies

To help Lucozade Sport launch a range of sports nutrition products we invented the Lucozade Sport Challenge. We gave our readers the chance to take part in a 12-week programme, trained by top-flight sports trainers. Over 140 readers applied, six were chosen.

The objective was to position Lucozade Sport as the provider of safe sport nutrition products using their brand ambassadors – Steven Gerrard, James Haskell and Harry Aikines-Aryeetey – as leverage.



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**JOHN'S BLOG**  
"This week was about integrating the right nutrition"

**CHRIS'S BLOG**  
"I'm knocking back the protein shakes"

**GAVIN'S BLOG**  
"I'm managing to slightly exceed the recommended weights"

**IGUEL'S BLOG**  
"I'm already feeling a lot stronger"

**JOHN G'S BLOG**  
"The initial novelty has worn off"

**RICHARD'S BLOG**  
"I'm now using one hole smaller on my belt"

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**THE CHALLENGE**

**YOUR PROGRAMMES**

**VIDEOS**

Lucozade Sport are leaders in safe sports and exercise nutrition for a reason - everything they create is backed by research and science. They have teamed up with Men's Health to use that know-how to get six blokes into the shape of their lives. These ordinary readers have been chosen because they displayed the required determination and drive to achieve their fitness goals, if given the right support and encouragement.

This is where the Lucozade Sport Challenge 2010 comes in - a 12-week programme that aims to get our challengers training like pros. We split the challenge into three disciplines - football, rugby and strength - with 2 readers taking part in each.

Each challenger has had their fitness levels, lifestyle and diet assessed by a Lucozade Sport Sports Scientist and their expert trainer, the results of which have been collated in a training and nutrition plan. You can see their test results [here](#). They'll be following this programme over the next 12 weeks with the trainers and Men's Health Fitness Editor Wes Doyle on hand to offer advice and encouragement.

Our challengers will also be supported by the full range of Lucozade Sport nutrition products to safely fuel their exercise endeavours, plus they have their own adidas/Lucozade Sport kit to train in. There will also be a training session with their Lucozade Sport athletes to look forward to at the mid-point of their challenge. However the motivation to stick to their training schedules and diet is all down to them!

You can follow their progress - and, if you're up to it their training programmes - in their **blogs** online and also in Men's Health magazine. So get yourself some new training partners by joining our challengers on the path to performing like a pro.

**Football** - this challenge is for those who want to take their passion for playing the beautiful game and turn it into performance. Power, speed and stamina are the three attributes a pro footballer needs in abundance. Our challengers are going to have to reduce body-fat and build their dynamic skills through cardio and circuit training in a bid to up their game both on and off the pitch. If this sounds like what you want from your training then [click here](#) to download the Football Challenge training plans.



**Rugby** - this challenge is for those whose enthusiasm for the game outstrips their ability but want to redress the balance. A power endurance sport, rugby is a challenge to the body on every level. To improve their performance our challengers are going to build muscle mass through resistance training while increasing their explosive strength through intense cardio workouts. They'll be training like a pro and after 12-weeks playing like one, too. If its explosive strength you want [click here](#) to download the Rugby Challenge training plans.

**LATEST VIDEOS**



**COMPETITIONS**



**5 gym training packs to be won!**  
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[Read more](#)

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[Read more](#)

To be seen as providing credible sport nutrition products Lucozade Sport needed to be associated with credible sporting and fitness endeavours. Our Lucozade Sport Challenge was exactly that. The six chosen readers were put through a tough 12-week challenge with specialist trainers and Lucozade Sport products that we filmed for video and print promotions. The readers wrote weekly blogs which we published on a bespoke brand site made for this campaign.



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**THE EXPERTS**

**ASK THE EXPERTS**

Those taking part in the Lucozade Sport 2010 Challenge are not only enjoying top level nutritional support, they'll also be receiving instruction, advice and encouragement from a group of top experts in their field. Whether it be a sports scientist, Liverpool FC Fitness Coach or simply someone to moan to when you can't walk properly, our experts will be following the challengers every step of the way.



**FOOTBALL EXPERTS**

led by Steven Gerrard



**FITNESS COACH, LIVERPOOL FC**

**Name:** Paco De Miguel

**Background:** De Miguel's CV includes coaching at Atletico Madrid at the time when a 10-year-old striker by the name of Fernando Torres was coming through the junior ranks. In 2005 he became fitness coach at Valencia before arriving on Merseyside in 2007 and is currently the first-team fitness coach for Liverpool FC, based at Melwood.

**Sport:** Football

**Motto:** Our target is to win titles and, when we do, it makes it all worthwhile.



**LUCOZADE SPORT SPORTS SCIENTIST**

**Name:** Phil Evans

**Background:** BSc in Sports Science at Bangor University and MSc in Exercise and Nutrition at Chester University

**Sport:** Gym based exercise and football

**Motto:** For nutrition, little and often is best



**RUGBY EXPERTS**



**RUGBY WORLD CUP-WINNING FITNESS COACH**

**Name:** Dave Redden

**Background:** Undergraduate and Masters Degrees in Sport Science at Loughborough University. He was honoured with an MBE in 2004 and awarded a place in the UK Sport Coaching Hall of Fame. He left the RFU and rugby in 2006 after 2 World Cups, 1 Lions tour, 10 Six Nations Championships and over 100 international test matches. Currently consults to a wide range of professional and Olympic sports.

**Sport:** Rugby

**Motto:** No excuses!



**LUCOZADE SPORT SPORTS SCIENTIST**

**Name:** Gareth Nicholas

**Background:** BSc in Sports Science and MSc in Human Performance at Brunel University

**Sport:** General exercise and team sports

**Motto:** Nutrition is key, recovery is vital

**LATEST VIDEOS**



**COMPETITIONS**



**5 gym training packs to be won!**  
[Click here!](#)

**NUTRITION TIPS**



In all the media campaign ran for 22 weeks with four issues of *Men's Health* magazine carrying the activity with multiple-page advertorials and menshealth.co.uk was also employed to drive traffic to the bespoke hub. Competitions to win Lucozade Sport products and experiences were also used to keep the campaign fresh. To complete the campaign, downloads of the training programmes the six readers followed were made available so readers could take the challenge themselves.

**Headline results:**

The bespoke brand site received a massive 181,000 page impressions from over 57,000 unique visits. The competitions (prize draws to win Lucozade products and prizes) generated 13,700 entries and valuable data capture for the client. There were 20,600 individual video plays.