

OTE



elmwood
FOR PUBLICATION

CATEGORY
1. BRAND

SUB CATEGORY
1.2 DESIGN AND
IMPLEMENTATION
COSTS UNDER
£100,000

CLIENT
OTE SPORTS

**DESIGN
CONSULTANCY**
ELMWOOD

DATE
JUNE 2014

EXECUTIVE SUMMARY

THE SAYING GOES 'DO BETTER THINGS OR DO THINGS BETTER'.

THAT'S WHERE OTE (ON THE EDGE) BEGAN. WITH 20 YEARS' EXPERIENCE IN THE SECTOR AND BEING ATHLETES THEMSELVES, THE FOUNDERS OF OTE KNEW THERE WAS A BETTER WAY OF DOING SPORTS NUTRITION.

THEY KNEW THERE WAS AN OPPORTUNITY IN THE MARKET BASED AROUND THE NEEDS OF THE ATHLETE, SOMETHING THAT DELIVERED GREAT-TASTING FUNCTIONAL ENERGY PRODUCTS WITH REAL STRAIGHT-FORWARD NUTRITIONAL ADVICE FOR ATHLETES OF ALL LEVELS AND AGES, HELPING THEM TO MAKE AN EDUCATED CHOICE ON WHICH PRODUCTS TO BUY, AND WHEN TO USE THEM.

THE RESULTING BRAND IS OTE; A GREAT-TASTING, NATURALLY-FLAVOURED FUEL SYSTEM THAT GIVES ATHLETES THE PHYSICAL EDGE THROUGH SUPERIOR NUTRITION, AND THE MENTAL EDGE THROUGH EXPERIENCED ADVICE AND EXPERTISE.

FROM A COMPLETELY
STANDING START THE BRAND
HAS FAST BECOME A FIRM FAVOURITE
WITH ATHLETES OF ALL ABILITIES.
IN JUST A SINGLE YEAR IT'S
ESTABLISHED ITSELF AS A CREDIBLE
AND TRUSTED BRAND,
SECURING MAJOR
SPONSORSHIP WITH
TEAM BELKIN, HOLLAND'S
PREMIERE PRO
CYCLING TEAM.

belkin
PROCYCLING TEAM

THE NEW BRAND'S POPULARITY HAS BEEN REFLECTED BY THE SALES, WHICH WENT FROM ZERO TO £500,000, AND IT'S BURST ONTO THE INTERNATIONAL SCENE MORE THAN TWO YEARS AHEAD OF THE BUSINESS PLAN. DISTRIBUTION HAS ALREADY BEGUN IN HOLLAND, BELGIUM, LUXEMBURG, LATVIA, ESTONIA, LITHUANIA, RUSSIA AND HONG KONG, WITH FOUR FURTHER CONTRACTS IN THE PIPELINE FOR AUSTRALIA, ITALY, SPAIN AND FRANCE.

IT'S ALL COME AS A RESULT OF EXTENSIVE KNOWLEDGE, VAST EXPERIENCE, SMART THINKING, PRODUCTS THAT DELIVER AND SOME CLEVER PACKAGING.

£500,000
SALES IN THE
FIRST TWELVE
MONTHS

8
INTERNATIONAL
DISTRIBUTORS
SECURED

INTERNATIONAL
2 YEARS AHEAD
OF SCHEDULE

ALL IN THE
SPACE OF
12 MONTHS

[287 WORDS]

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THE BRIEF WAS TO CHANGE THE WAY THE CATEGORY IS SEEN BY CONSUMERS. SPECIFICALLY THE OBJECTIVES WERE TO:

1. CREATE A BRAND WITH A DISTINCT ATTITUDE THAT WOULD STAND OUT IN A CROWDED MARKETPLACE, AND LEAD A NEW GENERATION OF GREAT-TASTING, NATURAL SPORTS FUEL.
2. CREATE £370,000 WORTH OF SALES IN YEAR 1.
3. BREAK EVEN BY THE END OF YEAR 2.
4. BUILD A SOLID PLATFORM THAT WOULD ALLOW THEM TO EXPAND INTERNATIONALLY IN YEAR 3.



**GIVE YOURSELF
THE EDGE**

PROJECT OVERVIEW.

OUTLINE OF BRIEF

THE SPORTS NUTRITION MARKET IS INCREDIBLY SATURATED. A PLETHORA OF PRODUCTS, FALLING BETWEEN TWO STOOLS – VERY SCIENTIFIC IN THE WAY THEY COMMUNICATE OR WITHOUT ANY GROUNDING IN ANY REAL EFFICACY. OTE WAS BORN OUT OF THE DESIRE TO FILL THE GAP BETWEEN THE TWO – AN INNOVATIVE HIGH-PERFORMANCE RANGE THAT DELIVERED FUNCTIONALLY BUT ALSO HAD GREAT-TASTING, NATURAL FLAVOURS. OTE IS COMMITTED TO DEMYSTIFYING THE CATEGORY AND ENCOURAGING CONSUMERS TO ACTIVELY SEEK OUT THE GOLD STANDARD.

TARGET MARKET

OTE BELIEVE EVERYONE SHOULD HAVE ACCESS TO THE BEST POSSIBLE SPORTS NUTRITION PRODUCTS AND ADVICE, WHATEVER THEIR AGE OR ABILITY. HOWEVER, THEY HAD IDENTIFIED TWO CONSUMER TYPES WHO WERE KEY TO THEIR BUSINESS PLAN.

THE FIRST, AND PRIMARY, GROUP WERE MALES AGED BETWEEN 25-50. SEMI-PROFESSIONALS WHO SPEND UPWARDS OF £1,000 EACH YEAR ON EQUIPMENT AND SPORTS NUTRITION. THEY EXERCISE 4-5 TIMES A WEEK AND ARE ACTIVELY INTO ENDURANCE BASED SPORTS. THEY WATCH THEIR WEIGHT AND ARE CAREFUL WHAT THEY EAT SO THEY KNOW WHAT THEY ARE PUTTING INTO THEIR BODIES AND THE BENEFITS.

THE SECOND GROUP WERE WOMEN OF A SIMILAR AGE AND FINANCIAL BUDGET. THIS MARKET IS LARGELY UNTAPPED BUT ONE WHICH THEY BELIEVE BOTH THE PRODUCT RANGE AND CLEAR, EDUCATIONAL APPROACH WILL APPEAL TO.

DESCRIPTION

NOTE IS ROOTED IN EXPERTISE FROM THE VERY TOP LEVEL, WITH THREE FOUNDERS WHO ARE NO STRANGERS TO ENDURANCE SPORTS. BETWEEN THEM THEY'VE COMPLETED MARATHONS ALL OVER THE WORLD, CYCLED FROM LAND'S END TO JON O' GROATS (TWICE), COMPETED IN THE IRONMAN TRIATHLON WORLD CHAMPIONSHIP (THREE TIMES) AND ADVISED WORLD AND OLYMPIC CHAMPIONS ON THEIR SPORTS NUTRITION. TOGETHER THEY PRODUCED AN ENERGY SYSTEM THAT WORKED ON MODULAR BLOCKS - 20G SERVINGS OF CARBOHYDRATE TO HELP YOU MAINTAIN THE CORRECT FUEL AND HYDRATION THROUGHOUT THE DURATION OF YOUR EVENT.

THEY HAVE SIX CORE BELIEFS THAT HAVE GUIDED THEIR APPROACH:

1

IT'S ALL ABOUT FLAVOUR

SATISFYING TASTE BUDS WITH NATURAL FLAVOURS, NO MISLEADING DESCRIPTIONS, AND NO COMPROMISE IN FUNCTIONALITY.

2

GOODNESS IN = GREATNESS OUT

FREE FROM ARTIFICIAL SWEETENERS AND COLOURS, DEVELOPED TO HELP YOU HYDRATE, FUEL, PERFORM OR RECOVER.

3

DEDICATION

THEY'RE ATHLETES AND EXPERTS IN NUTRITION, NOT SALES PEOPLE. THEY'RE ALWAYS ON HAND TO OFFER ADVICE.

4

PROUD TO BE BRITISH

RESEARCHED, DESIGNED, DEVELOPED, MANUFACTURED AND TESTED IN BRITAIN. THEY STRIVE TO SUPPORT THE BRITISH SPORTS' INDUSTRY AND NURTURE HOME-GROWN TALENT.

5

TRANSPARENCY

MAKE SPORTS NUTRITION SIMPLER. NO MARKETING SPIN, JUST REAL, STRAIGHTFORWARD NUTRITIONAL ADVICE FOR ALL ATHLETES.

6

DO WHAT YOU LOVE

BORN FROM OVER TWENTY YEARS OF SPORTING PASSION. NO MATTER WHERE YOU PUSH YOUR LIMITS, THEY WANT YOU TO LOVE EVERY MOMENT.

OVERVIEW OF THE MARKET

THE SPORTS NUTRITION MARKET IS WORTH AN ESTIMATED
£400 MILLION, WITH THE ENDURANCE MARKET BEING 10% OF THAT.

ESTABLISHED BRANDS LIKE SCIENCE IN SPORT, HI5, CNP AND TORQ DOMINATE THE CATEGORY, THOUGH THERE IS A HUGE VOLUME OF OTHER BRANDS THAT PLAY IN THE SPACE, SMALL AND LARGE, BUT OFTEN PURCHASED ON IMPULSE RATHER THAN BEING SOUGHT OUT. A LACK OF EDUCATION AND HONESTY ABOUT INGREDIENTS IS RIFE, SO THE OPPORTUNITY TO COMMUNICATE THE EFFICACY OF THE PRODUCT AND HELP ATHLETES UNDERSTAND WHAT THEY ARE PUTTING INTO THEIR BODIES IS KEY.

WITH A LONG HISTORY OF WORKING WITH ELITE SPORTS PEOPLE, TRAINERS AND PHYSIOLOGISTS, THE OTE TEAM KNEW THE ISSUES. ONE OF THE BIGGEST FACTORS MOST PRODUCTS IN THE MARKET FAIL TO DELIVER ON IS TASTE - WHEN YOU'RE 4 OR 5 HOURS INTO YOUR TRAINING, YOU NEED A PRODUCT THAT DELIVERS BOTH GREAT FUNCTIONALITY AND GREAT TASTE.

USAGE AND EDUCATION ARE IMPERATIVE, FROM CLEAR DIRECTIONS ON HOW TO USE THE PRODUCT, THROUGH TO THE WAY ATHLETES CONSUME SPORTS NUTRITION ON THE MOVE, OTE WANTED TO GIVE PEOPLE THE EDGE ON THE GO.

LAUNCH

THE COMPANY HAD A 'SOFT' LAUNCH IN JUNE 2013, AND LAUNCHED THE FULL RANGE IN JANUARY 2014.

SIZE OF DESIGN BUDGET. £17,940



(650 WORDS)

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TEAR HERE FOR SMALL NECK BOTTLES

OUTLINE OF DESIGN SOLUTION

TEAR HERE FOR LARGE NECK BOTTLES

WE APPROACHED THE BRIEF BY LOOKING AT THE PACKAGING FROM THE VIEWPOINT OF OUR CONSUMER – OTE NEEDED TO DELIVER WHEN THEY WERE ON THE GO. THE RESULT WAS AN INNOVATIVE AND EXCLUSIVE DUAL DELIVERY OPENING SYSTEM. THE FLEXIBLE POUCHES, DEVELOPED IN CONJUNCTION WITH OUR STRUCTURAL DESIGN PARTNERS AT TIN HORSE, WERE CREATED WITH TWO EASY-TEAR PERFORATIONS.

THIS DUAL OPENING PROVIDED THE PERFECT SOLUTION FOR ENERGY GELS, ALLOWING ATHLETES TO TEAR THE TOP PERFORATION TO SIP THE GEL, OR THE LOWER ONE IF THEY NEEDED TO GULP. FOR THE POWDERED DRINKS, IT MADE IT EASIER TO POUR INTO WHATEVER BOTTLE ATHLETES HAD WITH THEM – THE TOP PERFORATION WAS SUITABLE FOR SMALL NECK BOTTLES, THE LOWER OPENING FOR WIDER NECKS. TO HELP EXPLAIN THE DUAL FUNCTIONALITY, SIMPLE AND VIBRANT GRAPHICS WERE USED TO HIGHLIGHT THE DIFFERENT OPENINGS.

OUTLINE OF DESIGN SOLUTION



CLEAR COMMUNICATION WAS CENTRAL TO THE SUCCESS OF THE PROJECT, SO OUR KEY CONSIDERATIONS WERE TO:



HELP PEOPLE FIND IT

OUR CHALLENGE WAS TO CREATE A RECOGNISABLE BRAND THAT STOOD OUT IN THE CATEGORY; A CONFIDENT, SINGLE-MINDED BRAND THAT ALSO LOOKED CREDIBLE AND ESTABLISHED. THE NAME WAS DELIBERATELY CREATED TO BE USED PRIMARILY AS AN ACRONYM (SO IT WOULD ULTIMATELY WORK INTERNATIONALLY) BUT ALSO HAD AN ATTITUDE BEHIND IT THAT ATHLETES COULD ASSOCIATE WITH. THE BRAND MARQUE ECHOED ACROSS ALL PACKS TO CREATE A DISTINCT SILHOUETTE AND STRONG DNA.

UNDERSTAND HOW TO USE IT

NO ONE ELSE IN THE MARKET WAS CLEARLY EXPLAINING HOW TO USE THESE PRODUCTS, SO HIGHLIGHTING THE KEY BENEFITS WAS REALLY IMPORTANT. WE DEVELOPED A CLOCK SYSTEM TO COMMUNICATE HOW MUCH ENERGY IS IN EACH SERVING, WHEN IT SHOULD BE TAKEN AND HOW OFTEN – ANOTHER FIRST FOR THE CATEGORY. TASTE WAS ALSO A KEY BENEFIT, SO WE USED REAL FRUIT IMAGERY TO GIVE IT A FRESHER, NATURAL APPROACH AND DISTANCE ITSELF FROM THE SCIENCE-BASED BRANDS. THIS WAS BALANCED WITH CLEAN, FUNCTIONAL GRAPHICS TO REINFORCE THE BENEFITS OF THE PRODUCT.

ENCOURAGE IMPROVEMENT

WE ALSO WANTED TO CREATE AN AUTHORITATIVE BUT APPROACHABLE TONE OF VOICE FOR THE BRAND – A COMPANY THAT KNEW WHAT THEY WERE TALKING ABOUT, WITHOUT COMPLICATING IT WITH IMPENETRABLE SCIENCE. SO THE BACK OF PACK AND SRPS WERE USED TO GIVE TIPS ON HOW TO IMPROVE YOUR TRAINING REGIME AND GET THE MAXIMUM BENEFITS FROM THE RANGE. IT ALSO GAVE ATHLETES A DIRECT LINE TO THE TEAM FOR FURTHER HELP AND ADVICE – WE WANTED TO BE THE CHAMPION OF CHAMPIONS.

WE ALSO DESIGNED AN IN-STORE DISPLAY UNIT MADE FROM WOOD (INDUSTRY STANDARD IS PLASTIC) TO REFLECT THE NATURAL FLAVOURS, REINFORCE THE PREMIUMNESS AND CREATE GREATER IMPACT. OTE ARE HAVING TO DO ANOTHER PRODUCTION RUN OF THESE, AS THE PREDICTED 2014 VOLUME SOLD IN THE FIRST 4 WEEKS OF HAVING THEM.

BY PUTTING THE ATHLETES FIRST, BUILDING A CLEAR AND BOLD BRAND, PAYING FASTIDIOUS ATTENTION TO DETAIL AND DEMYSTIFYING THE CATEGORY, WE'VE HELPED FILL A GENUINE GAP IN THE MARKET: PROFESSIONAL AND APPROACHABLE, FUNCTIONAL AND NATURAL, GREAT TASTE AND GREAT RESULTS.

(500 WORDS)

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SUMMARY OF RESULTS

AT THE START OF THE PROJECT THERE WERE FOUR KEY OBJECTIVES THAT THE NEW BRAND HAD TO ACHIEVE:

1

CREATE A DISTINCT ATTITUDE THAT WOULD STAND OUT IN A CROWDED MARKETPLACE.

2

CREATE £370,000 WORTH OF SALES IN YEAR 1.

3

BREAK EVEN BY THE END OF YEAR 2.

4

BUILD A SOLID PLATFORM THAT WOULD ALLOW THEM TO EXPAND INTERNATIONALLY IN YEAR 3.

“OTE IS THE NEW KID ON THE SOMEWHAT BUSY, NUTRITION BLOCK... WITH AN EMPHASIS ON FUNCTION AND NEW THINKING IN SPORTS NUTRITION. A NEAT AND TIDY DESIGN, IT'S A DIFFERENT BRANDING STYLE THAN THE REST OF THE MARKET, WHICH ON TALKING WITH SPORTING OUTSIDERS CAN OFTEN APPEAR VERY INDUSTRIAL AND INTIMIDATING.

OVERALL RATING: 9/10”

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1

CREATE A BRAND WITH A DISTINCT ATTITUDE THAT STANDS OUT IN A CROWDED MARKETPLACE.

OTE OFFICIALLY LAUNCHED IN JANUARY 2014, AFTER A 'SOFT' LAUNCH IN JUNE 2013. THE NEW DESIGN AND SIMPLIFIED APPROACH – COMBINING NUTRITIONAL EXPERTISE WITH DOWN-TO-EARTH LANGUAGE HAS RECEIVED AN OVERWHELMING POSITIVE RESPONSE, AS NOTED BY CYCLING WEBSITE ROAD CC:



AND THE BRAND HASN'T GONE UNNOTICED BY THE PROFESSIONAL TEAMS EITHER – OTE IS NOW THE OFFICIAL NUTRITION PARTNER OF TEAM BELKIN, ONE OF THE WORLD'S LEADING CYCLING TEAMS, AND COMPETITORS IN THIS YEAR'S TOUR DE FRANCE. IT'S AN AMAZING DEAL FOR A START UP AS SOME BRANDS HAVE BEEN GOING 20 YEARS AND STILL HAVE BROKEN ONTO THE PRO TOUR. -A MASSIVE STEP TOWARDS LAUNCHING THE BRAND ON THE INTERNATIONAL CIRCUIT.

OTE HAVE GONE FROM ZERO SALES TO ANNUALISED SALES OF £500K – DOUBLING THEIR INITIAL TARGET

SUMMARY OF RESULTS CONTINUED



THE IN-STORE DISPLAY UNITS ALSO HELPED GENERATE A HUGE AMOUNT OF INTEREST WITH RETAILERS AND DISTRIBUTORS. THEY'RE ALREADY INVESTING IN ANOTHER PRODUCTION RUN OF THEM AS THEY SOLD THEIR PREDICTED 2014 VOLUME IN THE FIRST 4 WEEKS OF HAVING THEM.

2

**CREATE £370,000 WORTH
OF SALES IN YEAR 1.**



SALES HAVE LARGELY BEEN ACHIEVED THROUGH TWO KEY UK DISTRIBUTORS: RALEIGH IN CYCLING, AND HARRIS ACTIVE IN RUNNING. BOTH WERE SELECTED AS THEY UNDERSTAND OTE'S PREMIUM OFFERING AND HAVE A HIGH MARKET PENETRATION.

THE FULL RANGE OF PRODUCTS CAN ALSO BE BOUGHT THROUGH THE OTE WEBSITE. THEIR INITIAL FORECAST WAS FOR ONLINE TO ACCOUNT FOR 10-12% OF PURCHASES, BUT THE SUCCESS OF THE SITE, WHICH OFFERS DETAILED ADVICE ON DIET, NUTRITION AND TRAINING AS WELL AS GENERAL INFORMATION ON THE BRAND, HAS SEEN IT TAKE 22% OF TOTAL SALES IN THE FIRST YEAR.

OTE HAS ALSO SET UP A PARTNERSHIP WITH WIN NATURALLY – A HIGHLY INNOVATIVE HEALTH FOOD SHOP THAT SELLS AND DISTRIBUTES TO FOOTBALL CLUBS IN THE UK.

WHILST WE WON'T KNOW FIGURES FOR YEAR TWO FOR ANOTHER NINE MONTHS, THE BRAND IS ALREADY ON TRACK TO SMASH TARGETS, WITH FURTHER SALES COMING FROM OVERSEAS MUCH SOONER THAN EXPECTED.



“ALTHOUGH BASIC THINGS, THIS APPROACH IS VERY REFRESHING AND WORTH BEARING IN MIND FOR THOSE OF YOU FRUSTRATED TRYING TO DECIPHER RELEVANT INFORMATION FROM CLUTTERED PACKAGING. THIS SUBTLE ADDITION TO THE PACKET MAKES THEM ULTRA USER-FRIENDLY. OTE HAVE CERTAINLY MADE AN IMPRESSION ON US.”

RUNNER'S WORLD

“FINALLY, A NOTE ABOUT THE PACKAGING. OTE GELS HAVE TWO OPENINGS: A SMALL ONE IF YOU PREFER TO SIP OR YOU'RE REFUELLING ON THE GO AND DON'T WANT GEL ALL OVER YOUR TRACK-MITTS; AND A LARGE ONE IF YOU'RE OFF THE BIKE OR JUST PREFER TO GET THE STUFF DOWN IN ONE GULP. IT'S A SMALL TOUCH, BUT AN EXCELLENT IDEA.”

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SUMMARY OF RESULTS CONTINUED

3

BUILD A SOLID PLATFORM THAT WOULD ALLOW THEM TO EXPAND INTERNATIONALLY IN YEAR 3.

THE ORIGINAL PLAN WAS FOR OTE TO GO INTERNATIONAL INSIDE THE FIRST THREE YEARS. HOWEVER,

AFTER ONLY NINE MONTHS THEY HAVE PICKED UP DISTRIBUTORS IN EIGHT COUNTRIES

(NETHERLANDS, BELGIUM, LUXEMBURG, LATVIA, ESTONIA, LITHUANIA, RUSSIA, HONG KONG) AND ARE IN NEGOTIATIONS FOR ANOTHER 4 COUNTRIES (AUSTRALIA, ITALY, SPAIN AND FRANCE). THE CLEAN DESIGN AND NAMING STRATEGY HAS HELPED IT LAUNCH EFFORTLESSLY INTO THE GLOBAL MARKETPLACE.

4

BREAK EVEN BY THE END OF YEAR 2.

VERY MUCH ON TRACK TO ACHIEVE THIS GOAL GOING BEYOND THEIR EXPECTATIONS. ALL PROFITS ARE BEING REINVESTED BACK INTO THE BRAND.

IN ADDITION TO THE RESULTS OUTLINED ABOVE THE TEAM HAS GROWN FROM THREE TO FIVE TO COPE WITH DEMAND, WITH ANOTHER NEW FACE DUE SOON.



THE BRAND GENERATED A HUGE AMOUNT OF COVERAGE ONLINE AND IN MAGAZINES, NOT JUST FOR THE BENEFITS OF THE PRODUCT, BUT ALSO FOR THE INNOVATIVE PACKAGING:

“DISTINCTIVE FLAVOUR, FAIR PRICE AND ALL NATURAL INGREDIENTS, PLUS SOME CLEVER PACKAGING.”

RUNNER'S WORLD

(299 WORDS)

© ELMWOOD

**IN A SECTOR
WHERE BRAND AND
PACKAGING HADN'T BEEN CONSIDERED
AS IMPORTANT, THE OTE BRANDING AND
PACKAGING PROVIDES US WITH A REAL
POINT OF DIFFERENCE AND STORY
TO HELP ELEVATE THE BRAND FROM
OUR COMPETITORS. MOST IMPORTANTLY
OUR CUSTOMERS LOVE IT TOO!**



MATT HARRISON
FOUNDER OTE SPORTS



**GIVE YOURSELF
THE EDGE**

OTHER INFLUENCING FACTORS

IN THE FIRST 6 MONTHS OF LAUNCHING OTE DID NO PAID-FOR MARKETING. THEIR SOLE INVESTMENT WAS IN PROVIDING A FREE GEL TO ANYONE WHO REGISTERED ONLINE - [HTTPS://WWW.OTESPORTS.CO.UK/REGISTER/](https://www.otesports.co.uk/register/). THIS WAS TO ENCOURAGE TRIAL AND GENERATE INTEREST THROUGH WORD OF MOUTH. THEY BELIEVED THEY HAD THE BEST PRODUCT ON THE MARKET AND HAD FAITH THAT PROFESSIONAL ATHLETES WOULD BACK THEM TOO.

THEY ALSO BUILT RELATIONSHIPS WITH THE PROFESSIONAL SPORTS MEDIA, ASKING THEM TO TEST THE PRODUCTS AND REVIEW THEM IMPARTIALLY. THIS RESULTED IN NUMEROUS FAVOURABLE PRODUCT REVIEWS AND EDITORIALS.

IN MARCH 2014 THEY DID THEIR FIRST PAID FOR ADVERTS ACROSS 3 MAGAZINES TITLES (CYCLIST, CYCLING PLUS AND TRI220) BUT THIS WAS AFTER THEY'D ALREADY SECURED THEIR SPONSORSHIP DEAL WITH TEAM BELKIN.



220 Triathlon

OTE ENERGY DRINK 43G

Triathlon BEST BUY

It's a good idea to have a little extra energy on hand for the long, hot days of summer. OTE Energy Drink is the perfect choice for this. It's a natural, low-sugar, low-calorie energy drink that's easy to digest and provides a quick energy boost. It's also a great choice for those who are looking for a natural, low-sugar, low-calorie energy drink that's easy to digest and provides a quick energy boost.

Triathlon 94

CYCLING 5 KNOCKOUT WINNER

FOOD FIGHT Energy gels

This month C4 tests five energy gels. There can only be one winner in Food Fight

Potential Performance Energy Blends
The new OTE Energy Gels are a natural, low-sugar, low-calorie energy drink that's easy to digest and provides a quick energy boost. It's also a great choice for those who are looking for a natural, low-sugar, low-calorie energy drink that's easy to digest and provides a quick energy boost.

High Energy Gel
A full of energy, this gel is a natural, low-sugar, low-calorie energy drink that's easy to digest and provides a quick energy boost. It's also a great choice for those who are looking for a natural, low-sugar, low-calorie energy drink that's easy to digest and provides a quick energy boost.

S&B Energy
OTE Energy Gels are a natural, low-sugar, low-calorie energy drink that's easy to digest and provides a quick energy boost. It's also a great choice for those who are looking for a natural, low-sugar, low-calorie energy drink that's easy to digest and provides a quick energy boost.

Maximal Viper Active Gels
Each Maximal Viper Active Gel provides a unique combination of four carbohydrates that your body can absorb at a faster rate. It also contains a blend of natural, low-sugar, low-calorie energy drinks that's easy to digest and provides a quick energy boost.

OTE Energy Gel
OTE Energy Gels are a natural, low-sugar, low-calorie energy drink that's easy to digest and provides a quick energy boost. It's also a great choice for those who are looking for a natural, low-sugar, low-calorie energy drink that's easy to digest and provides a quick energy boost.

Top tip
For rides of over 90 minutes at a moderate intensity, aim to consume between 35-60g of carbohydrate per hour

Triathlon PEAK PERFORMER

OTE ENERGY DRINK

OTE Energy Drink is a natural, low-sugar, low-calorie energy drink that's easy to digest and provides a quick energy boost. It's also a great choice for those who are looking for a natural, low-sugar, low-calorie energy drink that's easy to digest and provides a quick energy boost.

Triathlon 94