

Best Trade Marketing or Account Specific Campaign



GLOBE

Campaign Title:
Unilever Soundcheck

Agency:
Lunchbox
USA

Client:
Unilever



Soundcheck is a cross channel marketing vehicle used to increase awareness of both Unilever's Personal Care products and New Release music at Walmart. The program is designed as a comprehensive out-of-store recruitment and an in-store engagement tool for Unilever and Walmart. The execution connects Walmart stores and Walmart.com together (Site to Store Model) through the promotion of an original content platform.

Marketing Overview

How do you create a national convergence campaign for 4,000 Walmart retail locations as well as within Walmart.com channels? How do you increase visibility for 9 major Unilever brands spanning over a period of 12 months, while competing with nearly 75,000 other products sold in Walmart stores?

How do you offset the massive sales decline of Walmart's \$1.5 billion physical CD category? How do you reach millions of younger traditionally resistant Walmart customers while increasing brand equity and customer acquisition for both Unilever and Walmart through the creation of original content vehicles?

Objectives

For this to work the Agency had to go beyond the simple awareness campaigns by producing

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results measured by direct sales increase, market awareness, purchase intent lift, audience buzz and viral messaging. The campaign had 3 primary objectives:

- Drive awareness and purchase of Unilever Products and Walmart Music.
- Drive Cross-Category Conversion and stock-up between Music and Personal Care Departments.
- Increase the Brand Equity Measures of Unilever products (specific to each month's brand execution).

Strategy & Tactics

Unilever, in partnership with Lunchbox, created an original content platform specifically for Walmart that complemented today's top musical artists with Unilever's top personal care products. Leveraging Lunchbox's music industry expertise, artist selection and product pairing were carefully chosen throughout the year to match the specific brand's target audience. Original content was then filmed, edited and made available only on Walmart.com and in Walmart stores.

A massive awareness package (570MM monthly impressions) inclusive of Security Shrouds, Music Department Signage, and Walmart TV (inclusive of HDTV Wall in Electronics – unavailable for purchase to CPG companies) was used to promote the artist and brand pairing. Complete in-store continuity was assured through the use of an artist's likeness on pallets and PDQs paired with Unilever products.

Additional awareness was created with a comprehensive social media outreach team, Walmart.com banner ads and monthly outbound media buys (print and/or digital).

Results

Objectives were met and surpassed. Total INCREMENTAL sales associated with the program for Unilever items exceeded objectives. Walmart Music has an average of over 20% lift on digital and physical sales of artists featured in the program.

A Market basket analysis has shown a higher instance of sales of music and the promoted personal care in the same basket. Three specific custom research programs were completed on months with different brands – with very different targets: Axe (young men), Degree Girl (tween girls) and Dove (women). All 3 studies showed significant lifts in unaided brand and category awareness, purchase intent, intent to recommend and specific brand equity attributes. Highlights include a 40 point increase in awareness of new Degree Girl sub-line, 28 point increase on purchase intent across all Axe categories and a 15 point increase on Dove Equity Measure.

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Silver

Campaign Title:
Colgate Invisible Nasties II

Agency:
Leo Burnett,
Australia

Client:
Colgate-Palmolive



Overview

The original Invisible Nasties campaign launched in July 2007 and was incredibly successful with consumers and Woolworths alike – generating Colgate's highest ever Manual Toothbrush share in Woolworths and growing Colgate's total Manual Toothbrush sales value by 30.8%, so much so that Woolworths (un-prompted) requested that Colgate run the campaign again in June 2008 – and naturally Colgate didn't need to be asked twice !! So the Agency developed a follow up "evolution" of the campaign to keep it fresh & dynamic.

As with the original Invisible Nasties campaign, one of the things that made Invisible Nasties II so unique was that the motivation for immediate behavioural change and purchase was not "Win, Free, or Save". The primary motivation for action was health and hygiene based and came from being confronted with the worrying question "what's lurking in your toothbrush ?"

The answer.... "Invisible Nasties" was clever in that it said everything and nothing ! It left you feeling uneasy about what MIGHT be lurking in toothbrushes – and yet at the same time left you feeling kind of OK that there were germs lurking in there because of the warmth and charm in the illustrative nature of the Invisible Nasties characters. Without us falling foul of the legal department by being too specific.

Campaign Background and Objectives

- Despite the Australian Dental Association recommending that people change their toothbrush at least every 3 months, data shows that on average most people only change

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their toothbrush every 5-6 months when it starts to look shaggy and worn out.

- So we looked into WHY people don't change their toothbrush as regularly as they should do, and researched a range of messages, and by far the most compelling motivation to change was when people realized the downside of not changing it regularly (**ie there are invisible germs and bacteria that can settle on your toothbrush**).

Promotional Objectives

- Grow Woolworths total Manual Toothbrush category value by x% Vs Nasties 2007.
- Grow Colgate's total manual toothbrush value by x points Vs Nasties 2007.

Campaign Strategy

- Based on the insight that people don't change their toothbrush more often because they can't see any compelling reason to do so ("it looks OK and seems to clean OK") we finally gave people a compelling reason – Invisible Nasties.
- Believing that people have a fear of the 'unknown' and a strong desire to protect themselves and their family from invisible germs – we brought these invisible germs to life. ie.... "you can't see them, but they're there !!"
- But rather than try and communicate all the reasons why you should change your toothbrush more regularly, our communication strategy was to go for total clarity of message and focus on just one – the invisible germs.
- The final part of our behavioral change strategy was based on the knowledge that people can't remember the last time they changed their brush and think it was more recently than it actually was. So our goal was to drive consumers to our promotional micro-site and get them to SIGN UP for an e-mail reminder in 3 months time.
- The way we evolved the campaign for Invisible Nasties II – was specifically designed to connect with people who are still not changing their toothbrush every 3 months AND also those people who were exposed to the original campaign – by letting them know that in just 3 months the invisible germs come back – so don't be complacent!

Promotional Concept

After 3 months....They're Back !

Invisible Nasties

What's lurking in your toothbrush ?

Campaign Execution

- National Woolworths-only in-store communication / POS campaign
- National Woolworths Consumer Promotion: Buy any Colgate 360° Toothbrush and "Brush

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up on family fun” by winning a family theme park trip to Los Angeles.

- Invisible Nasties microsite: www.betteroralhealth.com.au
- The purpose being to educate consumers on why they should change their brush every 3 months, allow them to enter the consumer promotion and entice them to sign up for a regular 3 month EDM reminder to change their brush.
- Neck-collars on CP Liquid Hand Wash bottles. The Agency knew that shoppers were not shopping the toothbrush category as often as they should (ie every three months). So they were targeted in categories that they were likely to be shopping, such as Palmolive anti-bacterial liquid hand wash. This category was also seen to be a great fit with the Invisible Nasties message.
- Outdoor / Mall advertising. The Invisible Nasties were brought to life (literally) on screen.

Communication Media

- POS: Gondola End shrouds, A6 4pp x leaflets and wobblers
- Invisible Nasties neck collars on adjacent Anti-bacterial hand wash products
- Outdoor / mall Plasma Screen advertisement (see attached Mpeg)
- Invisible Nasties EDM's
- Promotional Microsite – www.betteroralhealth.com.au

Campaign Results

The fun, charming and uniquely relevant message of the original campaign continued to strike a chord with consumers. Once again the campaign made people realize that there is a real and compelling reason why you should change your toothbrush every 3mths

It helped Colgate-Palmolive continue the long journey of changing people's beliefs and attitudes towards oral health as it relates to changing your toothbrush.

2008 RESULTS *NB: growth figures are vs 07 Nasties event, so YA would be even higher !*

- Exceeded Woolworths Total Manual Toothbrush category value. Woolworths highest ever scan sales of Colgate Manual brushes. Colgate's highest ever share of Total Manual toothbrushes in Woolworths.
- Grew Colgate Manual Toothbrush value.
- Colgate's best ever 360 toothbrush unit sales.
- Colgate's best ever 360 toothbrush market share.

PLUS:

- Invisible Nasties has just been announced as THE 2008 global winner in Colgate's internal

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“You can make a difference” Marketing Awards in NY.

- Invisible Nasties is now being adopted around the world in Europe and USA.

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Bronze

Campaign Title:

Who can make her smile? The Unsmiling Tsarevna

Agency:

Ogilvy & Mather Advertising, Taiwan

Client:

GSK Panadol Menstrual Hot remedy

Panadol planned to launch a new product line targeting menstrual pain. However, the concept of taking medication for menstrual discomfort was not yet established in the minds of most women in Taiwan. It would be useless to talk about moderate pain in which our target consumer had zero interest,

We realized that our communication strategy would be better served showing them how wonderful life can be without that monthly discomfort. So we have used handsome male attendants with different personality types to attract her attention.



Firsthand experiences are the true beginning of behavioral change. Accordingly, we decided to focus our efforts on one key retail outlet, Watsons, the most popular pharmacy in Taiwan which clearly targets women and stocks products for all their needs. Our campaign proved that by simply creating a campaign that is closely linked to your key retail outlet, success is bound to be yours.