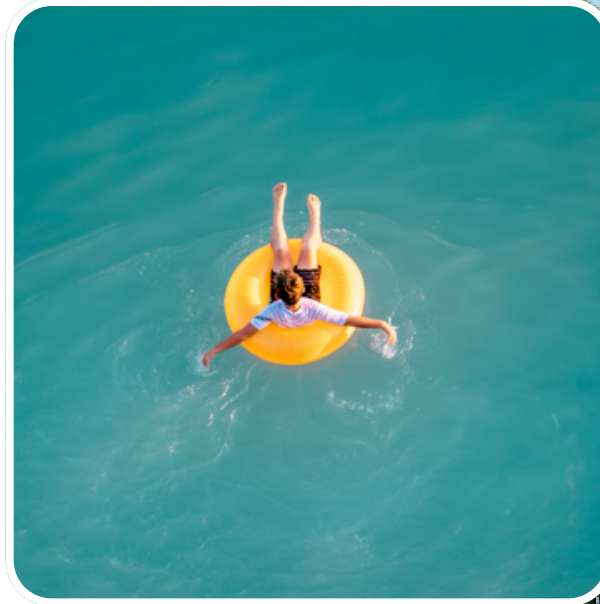




COPPERTONE CAMPAIGN

"SUMMER ADVENTURES"



Presented by Ella Sammartino, Parker Nass, Alexis Krouk

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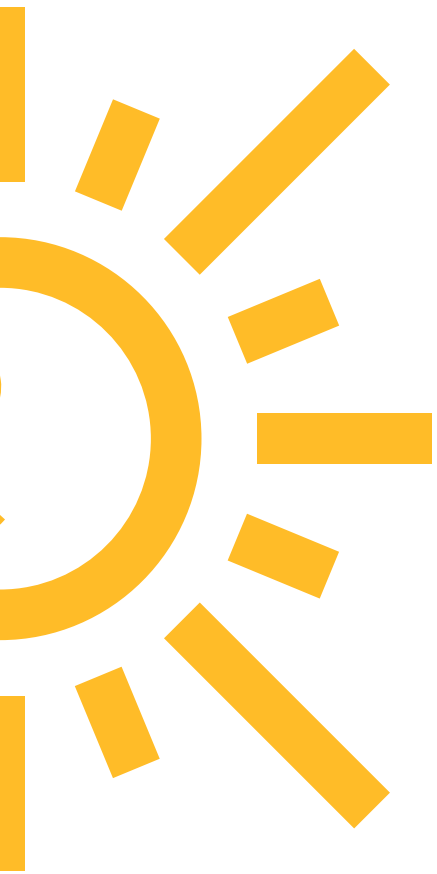
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Meet The Team

Ella Sammartino



Parker Nass



Alexis Krouk



Project Introduction

Our team was tasked with creating a summer campaign for our client, Coppertone. We initially prioritized internal research about the brand, the market and consumers. We wanted to prioritize product differentiation and brand loyalty. We determined that our target audience includes young adults between the ages of 25 and 35. We learned that young adults who shop at drug and convenience stores are looking to make a quick trip, find lower prices, and strong product availability.



Creative Challenge

The primary creative challenge that inspired this campaign was the fact that sunscreen is not typically top of mind for shoppers. This inspired us to create a campaign focused on product education and awareness because Coppertone truly does it better.

**“ONE FOR
EVERY
ADVENTURE”**

The Shopper - Secondary Research

Drug Store

- The young adult drug store shopper that Coppertone is trying to communicate with is active, health-conscious, and interested in outdoor activities.
- Coppertone consumers are relatively brand loyal, but can be distracted by competing brands and products.
- The shopper is motivated by convenience.
- The shopper relies on research before entering the store to help them decide what to purchase.
- The shopper is motivated to purchase Coppertone Sunscreen in warm seasons or before trips to a sunny place (beach, pool, vacation).

The Shopper - Secondary Research

Convenience Store

- 33% of shoppers are shopping there more than once a week (Mintel).
- The shopper often visits convenience stores when they are traveling (37%) (Mintel).
- The shopper is visiting a convenience store to buy a personal care item.
- The shopper typically only spends 5-10 minutes in a convenience store.
- The shopper is looking for convenience.

Shopper Profiles

Drug Store - Christina

Christina is a Marketing Manager and mom to a young child. She is 34 years old. She lives in a suburban area near drug stores like Walgreens and CVS. Christina prioritizes her family's health and wants the best skincare for her child, especially for outdoor activities like going to the park or pool. She typically looks for key phrases like "safe for kids" and "dermatologist recommended"

CHRISTINA



Shopper Profiles

Convenience Store - Alan

Alan lives an active lifestyle which includes enjoying outdoor activities such as running, hiking, biking and swimming. He is 28 years old. Alan grabs sunscreen when he needs it, rather than planning ahead and is looking to grab sunscreen that fits his budget. Alan prioritizes SPF and water resistant sunscreen that allows him to stay outdoors for extended periods of time.

ALAN



How They Shop

DRUG STORE

- The top shopped retailers for drug store needs include Walmart, Amazon, CVS, Walgreens and grocery stores (Mintel).
- Shoppers are looking for sunscreen that includes protection against UVB/UVA rays, water resistant, special offers, suitable for sensitive skin, and product forms like gel, lotion or spray (Statista).
- Consumers are prioritizing preventive care, looking for health and wellness services when shopping (Mintel).

CONVENIENCE STORE

- Most commonly shopped types of convenience stores include gas station, chains without gas station, grocery based with gas station and local corner store (Mintel).
- Shoppers are stopping by for quick everyday essentials (Mintel).
- Shoppers look for convenience and accessibility.

Path to Purchase - Convenience & Drug Stores

Drug Store

- **Pre-shop** = When researching sunscreen, or items related to popular Summer activities (concert tickets, hiking boots, pool toys), a link for our campaign's webpage will appear and take shoppers to the Coppertone website page that specifically educates and brings awareness to the importance of using sunscreen.
- **Shop** = When shopper enters the store, they will be faced with various displays. One at the front of the store and signage on the shelf.
- **Post-shop** = Free "Sunny-Day Saver", a sunscreen sample with every proof of purchase. Sample has QR code that leads to Coppertone webpage with product usage info.

Path to Purchase - Convenience & Drug Stores

Convenience Store

- **Pre-shop** = When shoppers are researching sunscreen, or items related to popular Summer activities (concert tickets, hiking boots, pool toys), targeted paid ads/banner ads will appear; increases awareness.
- **Shop** = When shopper enter the store, they will be faced with various shelf displays - located near check out area.
- **Post-shop** = Free "Sunny-Day Saver" sunscreen sample with every proof of purchase. Sample has QR code that leads to Coppertone campaign webpage with product usage info.

Key Insight

Behind The Scenes of *Summer Adventures*

Active young adults are already mindful of their health, and they're open to learning more about other wellness areas, like preventative skin care. Coppertone makes it easy for them to take that next step, integrating sun protection into their active, health-focused routines.



Creative Concept

Coppertone Does it Better - One for Every Adventure!

Every Step of the Way

The creative concept focuses on the versatility of sun care. It presents Coppertone as a dependable companion that adjusts to any situation, season, or skin need. Each element would depict various real-life "adventures"—from spontaneous road trips to beach days —emphasizing Coppertone's commitment to every adventure, big or small.

Creative Concept - Rationale

One for Every Adventure, Every Step of the Way

- Active young adults are already receptive to preventative care.
- Around 20% of adults aged 25-35 wear sunscreen every time they go out in the sun (YouGov, 2023).
- Although this percentage is higher than older age groups, it shows that sunscreen is still not a top-of-mind product among most consumers.
- We aim to increase that percentage further by educating shoppers about the importance of sunscreen and reminding them they need it, before it's too late.
- The tagline "One for Every Adventure, Every Step of the Way" communicates that Coppertone offers a variety of products for every lifestyle.



Barrier: Concerns about ingredients/ lack of knowledge about benefits of the brand

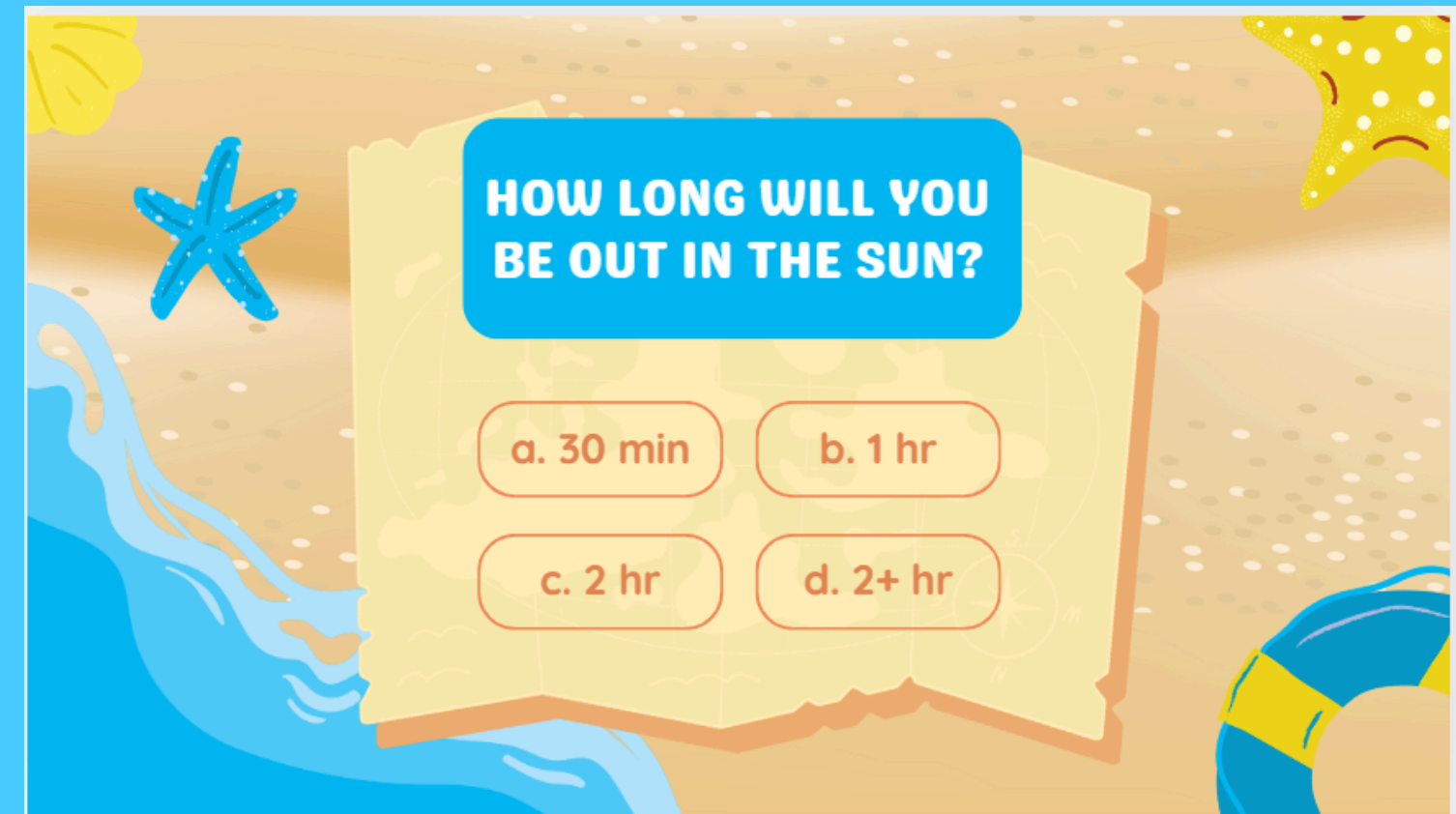
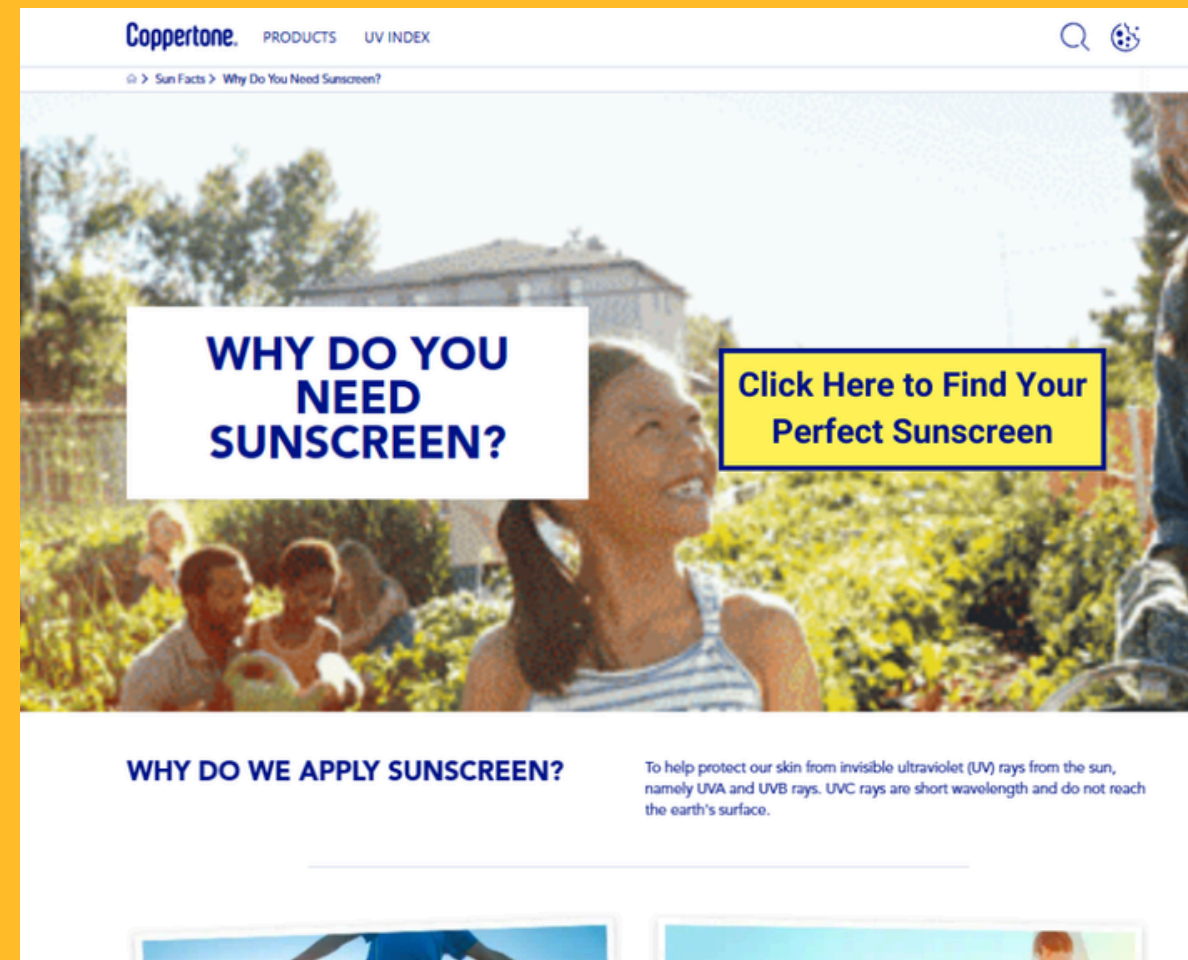
Solution: Drug and Convenience Store

- A Coppertone webpage about the importance of sunscreen will appear through search engine optimization when shoppers search for anything related to outdoor activities.
- The webpage will include information on preventative care regarding sunscreen and link to a quiz.
- The quiz conducted before shopping will inform the shopper of what product they should get based on preferences for ingredients or benefits.
- 23% of US adults research products online before buying them in-store (Yuen, 2024) .

Perceptual Barrier

Barrier: Concerns about ingredients/ lack of knowledge about benefits of the brand

Solution: Drug and Convenience Store



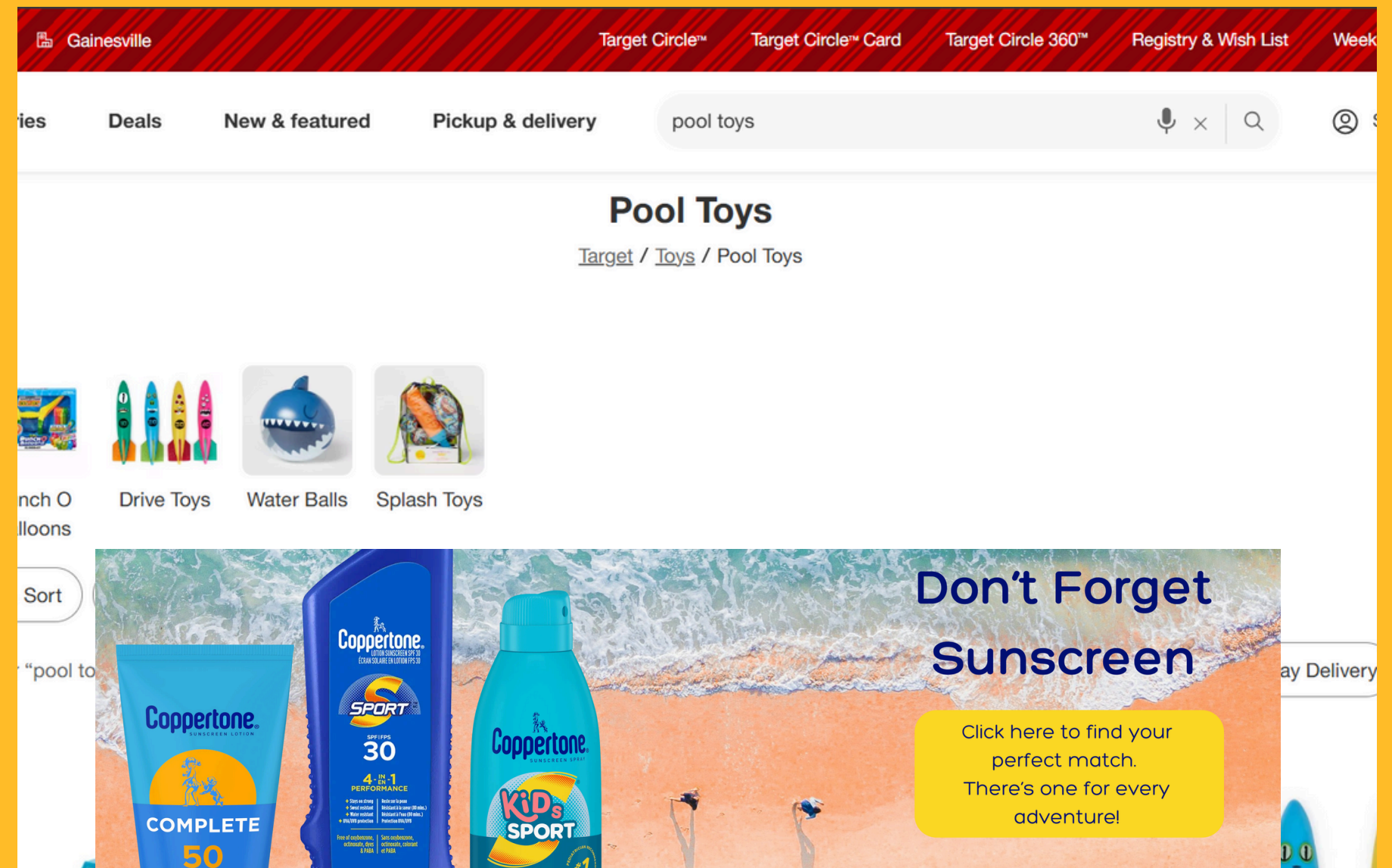
Barrier: No Sense of Urgency Before Shopping

Solution: Drug and Convenience Stores

- Banner ads and social media ads will remind shoppers that they need sunscreen before going out.
- The ads are focused on items related to outdoor activities.
- 33%-41% of adults aged 25-34 have purchased something because of an influencer on social media (Faverio & Anderson, 2022).

Barrier: No Sense of Urgency Before Shopping

Solution: Drug and Convenience Stores



Barrier: Not a Routine Purchase During Shopping

Solution: Drug Store

- Sunscreen is not a routine purchase or included in “autopilot” shopping trips.
- An eye-catching endcap display with a QR code to the quiz will be in stores.
- Posters located near routine purchase areas such as the pharmacy will remind shoppers of they need sunscreen.



Purchase Barrier

Barrier: Not a Routine Purchase During Shopping

Solution: Convenience Store

- A shelf display will make Coppertone stand out against the other sunscreen brands on the shelf.
- In a convenience store, there will be fewer brands present on the shelf, and therefore fewer options to choose from.
- This display will be placed at the checkout counter as well.



Purchase Barrier

Barrier: Product Overload

Solution: Drug store

- The display will be divided by products that are the results of the quiz.
- This will make the products easily identifiable and differentiable.

Solution: Convenience Store

- Shoppers spend very little time in convenience stores.
- The shelf display will make Coppertone stand out against other brands.

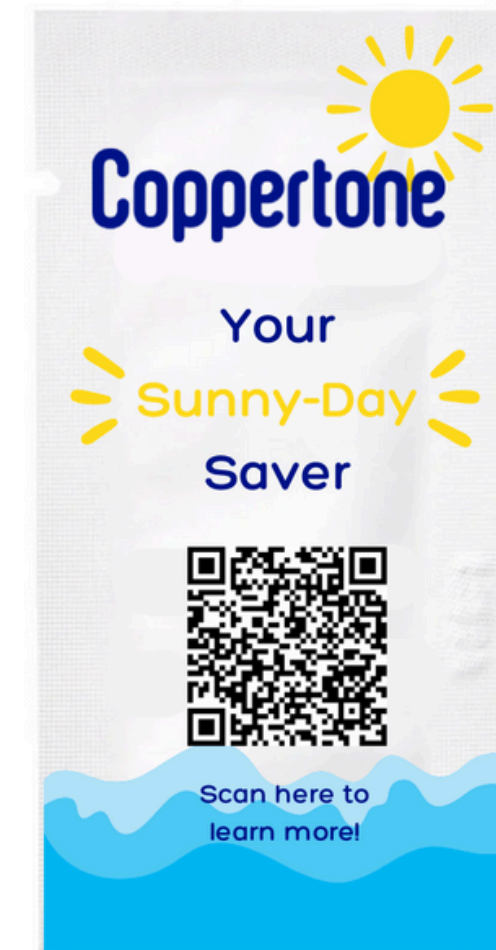


Marketplace Barrier

Barrier: Shopper is loyal to a different brand

Solution: Drug and Convenience Stores

- 76% of shoppers often know what they will buy before entering a store (Glance, 2023).
- At checkout shoppers will get a mini free sample of a "Sunny-Day Saver."
- The sample would be a squeeze pack with a QR code that leads to the campaign webpage and information about product usage.



Perceptual Barrier

Conclusions

THANK YOU!



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