



Leverage Heritage - “The Eye Opener”

- Refreshed Coast packaging leverages Coast heritage
- **Unique Deodorant Formulation**
 - High fragrance clean scent
 - “Invigorating fragrance & odor protection”
 - Strong skew toward older male consumers

COAST BRAND

BRAND IDENTITY

Coast is the refreshing soap that energizes with an eye-opening clean.



Brand Personality
Alive, Fun, Never too serious



COAST BRAND DEMOGRAPHICS

Coast Demographic Profiles

Value Segment Bar Users:


Older, lower income, skews male


- **Coast:** highest indexing AA skew

Value Segment BW Users:

- Male & female appeal, younger, larger HH sizes, lower income

- **Coast & Zest:** leverage highest Hispanic/AA index and large HH'ds

Demographic Profiles Coast Bar Soap	
Male	56%
Female	44%
Did not graduate H.S.	131
Age/index	45-54 yrs (149)
Unemployed	114
Income/index	<\$20,000 (168)
HH size/index	1 (124)
African American	194
Hispanic	92

Demographic Profiles Coast Body Wash	
Male	56%
Female	44%
Did not graduate H.S.	178
Age/index	45-54 yrs (137)
Unemployed	117
Income/index	<\$20,000 (210)
HH size/index	5+ (123)
African American	292
Hispanic	139

Source MRI 2014 Doublebase.

COAST BAR SOAP & BODY WASH

Core Sizes: 2-Bars 3.2oz, 3-Bars 4.0oz, 8-Bars 4.0oz, 12-Bar 4oz, 16-Bar 4oz & Body Wash 18oz.

Secondary Sizes: 3-Bar 3.2oz (Dollar), Body Wash 13.5oz (Big Lots) & 24oz (Walgreens)

Scents: Classic Scent & Emerald Burst.

Role in Category: Value brand (OPP) and supports with FSI's & trade promotions

Main Competitors: Irish Spring, Dial, Lever 2000, Caress & Ivory.

Preferred Shelf Placement: Vertical block (Bar Soap & Body Wash grouped together next to Irish Spring **and away from Zest**).

Retailer	Non Promo Price (Bar Soap 3-Bar 4oz)	Non Promo Price (Bar Soap 8-Bar 4oz)	Non Promo Price (Body Wash 18oz)
Walmart	NA	\$3.46	\$2.48
Target	NA	NA	NA
Kroger	\$2.18	NA	NA
Dollar General	*\$1.65	\$3.50	\$3.00
CVS	NA	NA	NA

Core Sizes



Secondary Sizes

