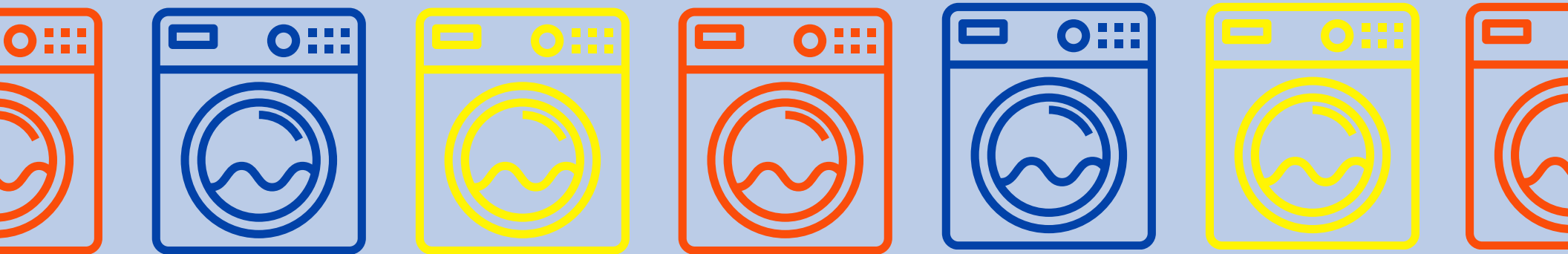


Turn The Tide.
Tap Into Cold.



aaf national
student
advertising
competition



Executive Summary.

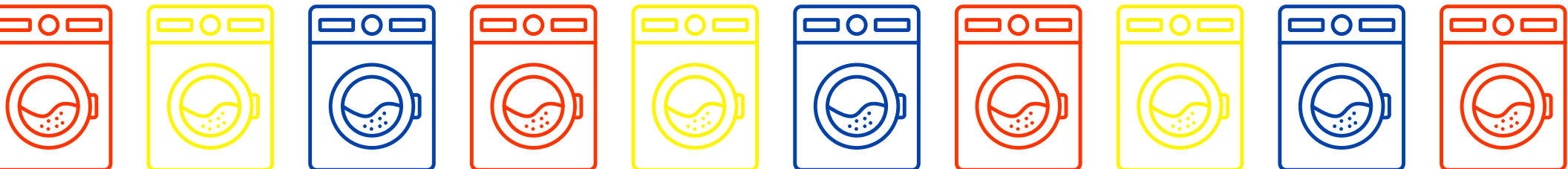
We're all laundry-doers. Some love it, some hate it, but we all have to do it.

We found that a lot of consumers don't connect laundry to sustainability and are not aware of the powerful effects of cold water washing. We are here to change that.

Here's the thing: all three segments of our target audience are going through major transitions in life. This makes them easily persuaded to tap into cold and use Tide detergent as it is specially formulated for cold water washing.

To address the lack of connection between sustainability and laundry, we decided to go in a different direction to yield the same sustainable result. **Cold water washing increases the longevity and quality of consumers' clothing.** We want our target audience to choose cold to increase their confidence in clean and cared-for clothes. Focusing on this as the consumers' motivation would result in Tide getting a notable sustainable outcome.

Together, we can turn the tide on climate change by getting consumers to tap into cold.



Spilling the "T" on Tide.

We conducted an in-depth SWOT analysis of Tide and found that the variety of the products they sell helps them stay competitive in the marketplace. Tide is known to have formulas that are suitable for sensitive skin, allergies, and a fragrance many people love. No wonder why they are still tapped in as the leading laundry detergent in the U.S. even after 75 years.

The Cold Hard Truth:

We did find, however, that those who tapped into the TidePod Challenge back in 2012 may have been the cause of a bad brand reputation. However, consumers are overwhelmingly loyal to Tide therefore the brand was able to bounce back quite quickly.

Tapping into Opportunity:

We have an opportunity to target segments of consumers in the U.S. that seem not to have much in common. However, one shared experience is that they are all going through major transitions in life. We have students who may be a little clueless about the laundry cycle. And young professionals should wash cold unless they want their new attire to shrink, and lose that future C-suite clothing. Lastly, we have new parents who do an insane amount of laundry. We are confident that even though Tide has some competitors who have similar products and take a stronger stance on sustainability, we will come out on top.

Research Findings.

We started with a content analysis and social listening.

- Secondary/Peer Reviewed Articles: 51
- Survey Responses: 121
- Focus Groups: 2
- Ethnographies: 9
- Interviews: 15

Building off Tide's data point that 83% of people shut off their lights when not in use, our survey demonstrated:

80%

Of our survey respondents practice sustainable living including shutting off lights but also conserving water and recycling.

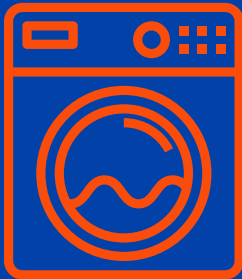
60%

Of our survey respondents recorded that they already wash their clothes in cold water.

The Chilling Reality.

Consumers are tapping into the automatically preset temperature on their laundry machines.

"I honestly don't really look because it's kind of overwhelming."



"I don't really know what the temperatures do. I just put it on whatever."

Some understand that hot water can damage their clothes.

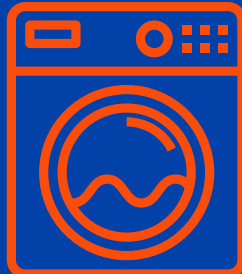
"When you wash your clothes on hot they bleed, I think, which I don't want."

Unfortunately, some people still believe hot is best.

"I mean I only use hot water with my work clothes because I feel like it washes them more."

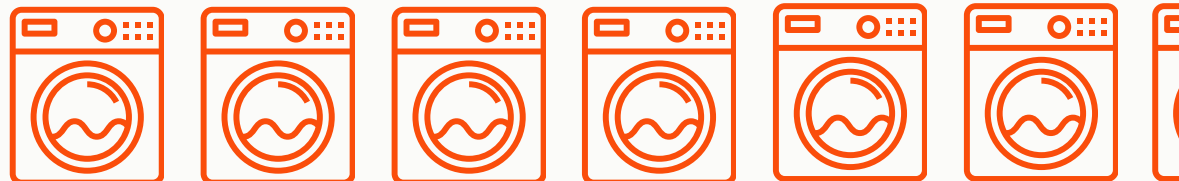
Many know that cold is better for their clothes.

"I think I was taught with cold, your clothes won't shrink, and hot, it's more likely to shrink."



"I use cold because I don't want the colors to run."

"I just know cold is better. Doesn't it use less energy?"



Here's the Cold Truth.

We asked consumers what mattered the most to them: saving money, saving the environment, or saving the quality of their clothes.

Overwhelmingly, the answer was clothes. In our focus group in particular, 100% of our participants said clothes matter over everything else.

There are a lot of sustainability concerns across our target audiences, but not when it comes to laundry.

If we can get consumers to wash in cold to ensure that their clothes last longer, Tide will reach its goal of increasing cold water washing conversions by 75% by 2030. Cold water washing helps preserve clothing quality while also being environmentally sustainable, whether the consumer realizes it or not.

Tide detergent is formulated for cold water washing. So, if we convince consumers to use Tide in cold every time, we will have a positive impact on the environment and brand perception.

With the motivation for consumers to wash in cold in conjunction with their overarching brand loyalty to Tide products--Tide will also reach its goal of building brand loyalty.



The Strategy to Shift the Currents of Change.

Let's tap into the simple behavioral change of tapping cold, especially for those going through transitional phases in life who are most willing to try something new: full-time college students starting lifelong habits, young professionals investing in their workplace and street apparel, and young families doing a lot of laundry. We want to encourage our consumers to automatically tap cold for every wash. We know that tapping into cold water washing is convenient for all these busy audience segments and increases the longevity of clothing, which is better for their wallet and the planet. Now we need to communicate that with our target audience through our campaign "Turn the Tide. Tap Into Cold."

Audience Segments.

The Laundry Novices.



In the collegiate whirlwind, laundry often remains a mystery to many students who find themselves navigating academia but feel a bit lost when faced with the washing machine. Amidst the demands of studying, sports, and socializing, college students find themselves with a lack of time to tackle the laundry pile. College students tend to procrastinate on laundry, often saving it for the last possible minute.

- College students learn laundry practices through laundry experimentation at school (Laundry Butler for You, 2019)
- Laundry falls low on the priority list due to studying, sports, socializing (Richards, 2017)
- Students are worried about shrinking their clothing and using the appropriate laundry machine setting (Wash Co, 2023)

The Newly Suited.



In the epic adventures of young professionals' busy lives, the laundry narrative becomes full of missing socks and the hunt for wrinkle-free shirts. Time-constrained young professionals often place laundry on the back burner. They are more focused on hitting up bars, enjoying quality time with friends, unwinding, or catching a sports game. They are also investing in new clothes for the workplace.

- They're waking up early and going to bed late which leaves little time for laundry (Richards, 2017)
- Laundry is left until the last minute creating overwhelm and clutter (Richards, 2017)
- They're wearing clothing more than once before washing (Wash Co, 2023)

The Washing Warriors.



With tiny socks, crayon-stained shirts, and the occasional superhero cape, families are navigating tons of memories, one spin cycle at a time. With the additional chaos of kiddos, families' washing machines have become the champion of the household battling stains and messes.

- Parents do eight to ten loads of laundry per week, 40 loads per month, 470 loads per year (Wash Co, 2023)
- Older children produce a lot of laundry with different categories of clothing including multiple sports, school uniforms, and every-day outfits. (Wash Co, 2023)

Let's Influence the Laundry-Doers.

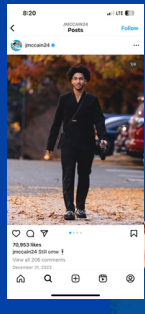
Videos: Selected influencers on TikTok, YouTube, and Twitch along with Instagram Reels will produce sponsored videos for Tide, targeting specific audiences. For instance, family vloggers Matt & Abby will showcase Tide's effectiveness in their "Night routine with 2 under 2" series on YouTube, emphasizing its affordability, sustainability, and efficacy in washing kids' clothes with cold water. Fashion influencer Remi Bader will demonstrate Tide's benefits in maintaining clothing quality in her Instagram and TikTok content, such as her "GRWM for an event" video, where she effortlessly incorporates Tide's cold water washing into her routine, showcasing its effectiveness in preserving clothes.

Posts: Fashion influencers like Christine Le, known for her engaged following, will showcase Tide's effectiveness. Christine's posts often feature her latest outfits. Her followers trust her opinion on fashion choices. She'll share her secret to keeping her oldest jeans fresh: Tide and cold water washing. Duke basketball player Jared McCain, who also has great style, will share his "favorite game day fits" on IG stories, staying fresh with Tide. Fans can tap through each look and #tapintocold with these stylish influencers.

Giveaways: Giveaways will target college students and young professionals, featuring huge influencers like Alix Earle promoting Tide's effectiveness on TikTok. Users can enter to win baskets containing Tide essentials and Alix's podcast merchandise by tagging and 'tapping friends into cold'. Athletes like Donovan Clingan and Paige Bueckers will engage fans by offering Tide essentials, UCONN merch, and game tickets through friend tagging and 'tapping' others into the cold. The quality of consumers' clothes matters, and fans can enjoy merchandise from their favorite influencers while experiencing Tide's quality.



@alixearle
Alix Earle (6.5M)
"Hot Mess Merch
Giveaway w/
Tide"



@jmcain24
Jaden McCain
(751K)
"My top five
favorite Game Day
fits"



@remibader
Remi Bader
(2.3M)
"GRWM for an
event"



YouTube, OOH, Instagram, TikTok, Snapchat, Twitch- Whatever it is, We're Talking About Video.

Fingers are **tapping**. Basketballs are **tapping**. Buttons are **tapped**. Our paid social is video content meant to engage the consumer.



Instagram: Instagram is where we tap through our favorite stories and reels. While folks of all ages are on the 'gram, it's the vibrant 18-35-year-olds that set the vibe. Tide's target is Gen Zers and Millennials and it's prime time for Tide to tap in and make some waves (McLachlan, 2024).



YouTube: Over 2 billion users tap into YouTube each month, immersing themselves in over a billion hours of content daily. They consider it their ultimate platform to dive into passions, power through tasks, and conquer aspirations (*YouTube Advertising*, 2024).



TikTok: TikTok has taken over with 150 million monthly users. That's almost half of the entire U.S. population. American adults are hooked, spending nearly an hour every day scrolling through TikTok's endless entertainment. This is the ultimate opportunity to tap into TikTok and connect with future cold water washers (Dean, 2024).



Snapchat: Snapchat is where it's at with a staggering 406 million daily active users worldwide making it the 9th most popular social media platform. Over 5 billion Snaps are sent out every single day. Users spend around 30 minutes a day snapping and chatting on the app. Just a slice of this massive audience could turn the tide (Shephard, 2024).



Facebook: Facebook is the most popular social media platform for our target audience and the most used in the world. It has a total of 2.9 billion active users. We will tap into this audience to educate consumers about the power of washing cold (Statista, 2024).

Chill Out With Strong Partnerships.

Empowering Cool Plays.

While elevating the game on and off the field, Tide will sponsor youth sports organizations nationwide. From fresh new uniforms to top-notch sports equipment and pristine field maintenance, Tide is stepping up to support the next generation of athletes. But that's not all – this partnership is more than just the game. By promoting cold water washing, Tide is championing sustainability and efficiency, ensuring that every wash counts towards a brighter future.



Tap into Clothing Confidence.



We will be tapping into partnerships with popular retailers across the nation to encourage cold water washing. Tide's newest pods will be given to consumers in a box along with a branded magnet that can go right on their machine. This allows consumers to try Tide's newest product and make the switch to cold washing.

What's the Deal with Presets?

We recognize that most of our target audience sticks to the preset water temperature setting on their washing machine. We want to tap into Maytag, Whirlpool, and Electrolux's manufacturing when it comes to presetting cold for wash cycles. Maytag acts as an industrial laundry machine company used primarily in colleges/universities around the country. But for young professionals and families who have in-home machines, Whirlpool is by far the most sought-after washing machine brand across the country. We picked the top three best-selling brands because we know that they will have the biggest impact on Tide's environmental mission. Getting these big names to have their washing machines preset to tap cold water when consumers purchase them could be a game changer. No more fighting with the buttons, settings, and owner manuals. Cold water would just be one tap away.

We want to partner with sustainability offices of colleges around the nation. We want to tap into college students' laundry habits and the data colleges are pulling to understand the use of energy in college laundry rooms.

Pending the partnership and agreement of large washing machine manufacturers and colleges/universities, this outreach will be heavily advertised and publicized to make consumers aware that Tide is doing its part in protecting the environment by not only innovating its approach but by also solving the problem from the root (Maytag, 2021), (Wikipedia, 2024) & (Loesche, 2018).



Experiential Activations.

Dancing with the Tides.



Tap into the wave of sustainability at the Dancing with the Tides event. Feel the rhythm of sustainability as we turn the Tide towards cold water washing. The consumer will be immersed in an interactive dance floor, where every step echoes the gentle sway of ocean waves. Discover the power of cold water washing and how Tide's innovative formula is tailored for this sustainable approach. Consumers will make a splash for the planet while keeping their clothes fresh and clean. Dance with the Tides. Turn the Tide. Tap into Cold.

Tap into Cold Splash Pads.



As global temperatures rise, especially during the summer months, access to cooling systems becomes a necessity. Tide is stepping up by bringing a fun splash of relief directly to areas that need it most. Dive into a sea of interactive fun featuring a dunk tank, obstacle courses, and ice cold treats.

This splash pad water event isn't just about beating the heat; it's about communities experiencing the impacts of tapping into cold amidst ever rising temperatures.

Tap for Cold Tap Rooms .

Beer on Tap is presented by Turn the Tide. Tap into Cold. Consumers will be able to indulge in a selection of craft brews straight from the tap while discovering how they can make a splash by converting to cold water washing. Consumers will be able to raise a glass to a more sustainable future and the fresh tastes of freshly brewed beer. Our partnered breweries will start with New Belgium Brewing Co (NC)., Boston Beer Co (MA)., Goose Island Brewery (IL), Sierra Nevada Brewing Co (NC)., and Dogfish Head Craft Brewery (DE) (Cusick & Novak, 2023).



Loads of Hope College Tour.

We are inspired by Tide's current Loads of Hope program which brings laundry trucks to affected communities after natural disasters to clean clothes. In simpler terms, these trucks are simply washing machines on wheels that can do about 300 free loads of laundry for those in need.

We want to expand on this concept. We want to bring these laundry trucks to neighborhoods in need across the country starting with Detroit, MI, Cleveland, OH, Dayton, OH, Hartford, CT, and Rochester, NY.

In addition, we want college students in these areas to be able to tap into cold water washing practices, therefore we will bring the Loads of Hope Program to community colleges where all three of our target segments are present (World Population Review, 2024).

Sporting Events.

Game on!

Tide knows there is a connection between sports and keeping those uniforms clean with Tide. We want to keep that connection strong so we decided to reach out to larger colleges around the country that need our help keeping those uniforms in tip-top shape.

Leaders from college athletic teams will pledge to participate in the Tide Going for Cold Plunge and vow to use cold water washing when doing team laundry. Team social media accounts will share their pledge using the hashtag “#Tapintocold.”

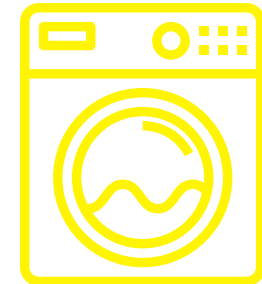
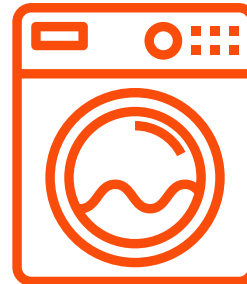
Team social media accounts will document the team following their pledge to participate in the cold plunge and also washing their clothes in cold water.

Tide will sponsor the pledge teams by donating money to fund uniforms and team apparel. Tide will send pledge teams laundry loops with the #Tapintocold logo branded onto the loops.

NCAA Partnership.

Tide would be an official NCAA Corporate Partner. This would allow Tide to get the rights to the NCAA logo and language such as “Official Partner of March Madness.” Tide would also get exposure before and after games from NCAA broadcasts, partner broadcasts, social media, and digital media in the form of previews, highlight reels, and commercials (NCAA, 2024).

On average companies spend over \$1 million in TV ads for March Madness and last year NCAA recorded over 1.24 Billion dollars in national TV ads, all of this coming from Official Partners (Bachman, 2021), (Blinkfire, 2021) & (Maheshwari, 2017).



Out-of-Home.

Ride with Tide.

We are looking to target young professionals, and busy college students who may be commuting to school or work on subways, buses, or other forms of public transit. The location of these advertisements will occur in the most populated cities in America including New York, Los Angeles, Chicago and Houston. Our target audiences want to save money as well as protect the environment and their clothes. These advertisements will show how cold water washing can effectively achieve just that (Tikkanen, 2024).



Where Fashion Meets Sustainability.

Tide will make waves at New York Fashion Week in Times Square. Consumers will experience the future of laundry care as Tide showcases the power of cold water washing in an electrifying out-of-home advertising event. Consumers will discover the innovative technology behind Tide detergent as it revolutionizes the way we clean our clothes. This will create an opportunity to witness Tide's commitment to sustainability and efficiency firsthand, right in the heart of fashion's most iconic stage.



Tide's Chill For Travel.

We want to be where our consumers are the most. Let's tap into gas station screen previews where Tide will have branded commercials encouraging Tap into Cold. Consumers will have the ability to watch these short advertisements as they wait for their gas tank to fill up.

Let's tap into this experience at the airport as well. Tide will purchase advertising space inside and out of major airports to promote cold water washing. There is nothing better than being overrun by Tide orange, yellow, and blue advertisements when boredom sets in at the airport.



The Color Wave.

We are excited to implement The Color Wave with the experience of watching a professional artist paint over local brick walls. This event will encourage a sense of community, artistic expression, and vibrant colors that promote happiness.



In-Store Activations.

Tide on Tap.

We all know that the Tide pods don't come packaged in the best, most eco-friendly materials. That is why we wanted to propose a change from plastic film to ones made from a more sustainable material. This way, we can stand behind the idea that Tide is making a difference for the planet. However, it looks like Tide tapped in before we could! Tide released an Evo detergent that will eventually replace the TidePod. We are inspired by this decision and can't wait to tap in as consumers. We also want to push for more refill capability. No matter the kind of detergent, they all come in big plastic containers that take up space and are no good for our planet. That is why we want to push for Tide on Tap, or refill stations that allow customers to choose and refill containers with an easy tap. Along with this, for the bottles that customers do buy, we want to add an eye-catching sticker right on top of the cap that tells customers to wash with cold water. By putting it on the part of the bottle that customers use to measure out their liquid detergent, they will be reminded with every wash.



Cold Cart.

We will tap into grocery stores across the nation to encourage consumers to Turn the Tide. Tap into Cold. Cold water washing advertisement will be placed on grocery carts to make consumers aware of the impact they can make during their in-store shopping experience.



Make a Wave.

Tide is bringing the power of cold water washing straight to local grocery stores with exciting in-store activation advertisements. Tide will showcase waves on in-store activations to promote cold water washing. These advertisements will remind consumers to purchase Tide and wash on cold.

Highs and Lowes.

Lowes caters to the needs of young professionals, offering everything from state-of-the-art appliances to expert guidance. When it's time to invest in a new laundry machine, manufacturers are taking a proactive approach by pre-setting their machines to use cold water, promoting washing habits that prioritize the well-being of their new professional wardrobe. This in-store activation will involve a partnership between leading laundry machine brands and Tide, providing shoppers with an interactive experience that emphasizes the benefits of cold water washing through a compelling educational component.

Evaluation.

Engagement:

- Views, shares, and likes on social media posts.
- Participants who enter social media giveaways.
- Number of people who used #TapIntoCold for sports partnerships.

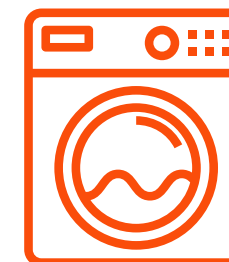
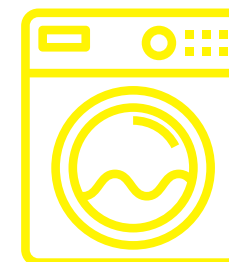
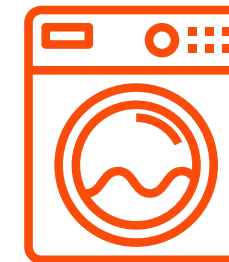
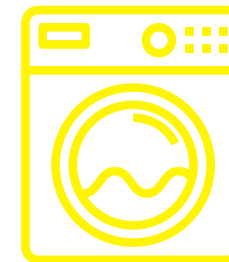
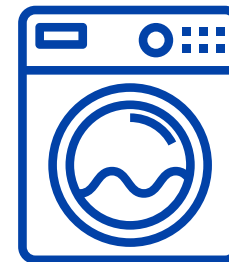
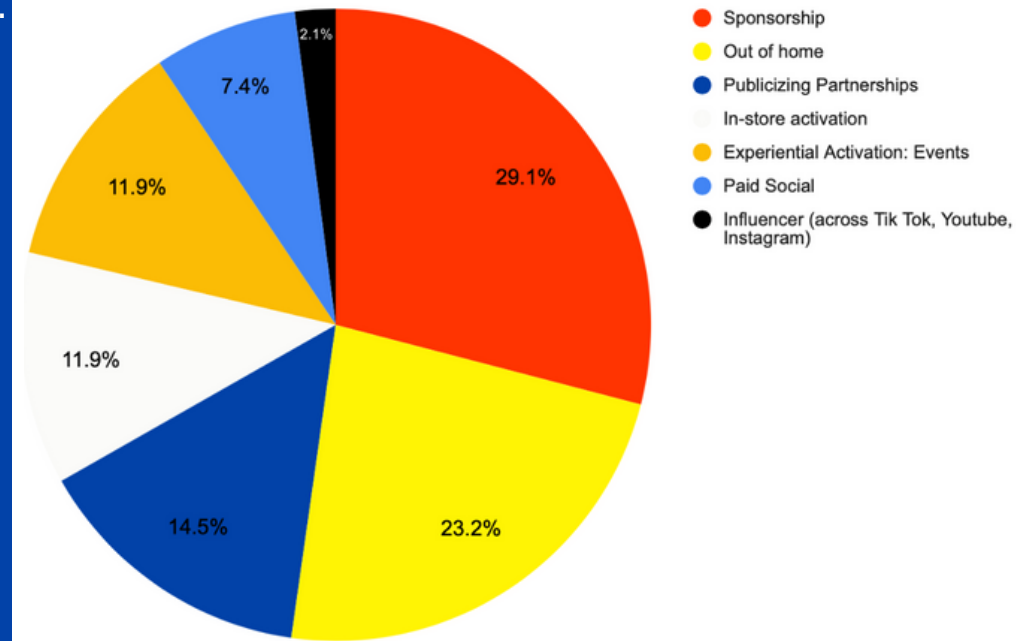
Participation:

- Number of sports teams sponsored by Tide.
- Number of colleges who switch their presets to cold.
- Number of people who came to experiential events.
- Colleges who participated in the Loads of Hope College Tour.
- Impression number from NCAA partnership.
- Data on traffic from public transit areas.

Sales Data:

- Sales data from manufacturers who agree to preset to cold.
- Sales data from participating retailers in Tap into Clothing Confidence.
- Sales data for Tide for areas that had experiential activations.
- Sales data for stores with in-store activations.

Media Allocation.



Cassandra Rio & Makayla Threhane

Literature Review

https://docs.google.com/document/d/1_qMvg_2KQD5IGNvPo7S5HJR8Rbqbsdft36g8tvi5MOQ/edit?usp=sharing