

# **aaf**® national student advertising competition

**Presented by 2023-2024  
Competition Partner**



**team #748**

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# summary:

These days, there are two things that just about everyone wants to save on: money and energy. In fact, 3 in 4 Americans are looking for ways to save energy and reduce their carbon emissions. The good news is, there's a simple solution that can help you achieve both: just turn the dial on your washing machine to cold. It's as easy as that. By making this small change, you can save up to \$150 a year and reduce energy use by 90%. Tide Plus cold-water clean is specially formulated to clean on cold, so you can get the best clean along with great savings.

Washing clothes on cold brings a load of benefits, including saving money, saving energy/reducing CO2 emissions, and increasing clothes longevity. However, 3/5 of people still believe washing it in warm or hot water is necessary to achieve the best clean. Multiple studies have confirmed that most loads can be washed in cold water. Not only that, but consumers who try washing in the cold with Tide report a better wash experience, citing its cleaning and stain removal power while providing better color protection, increased clothing longevity, and fewer wrinkles.

Additionally, washing in cold can bring significant environmental benefits. 75-90% of the energy used during washing is for heating. By washing on cold, you're not just saving energy for yourself but contributing to a larger cause. A study published by Novozymes in 2010 found that loads washed at cold 59°F compared to the usual 86°F resulted in a decrease of 300g of CO2 per load. Imagine the impact if enough people washed on cold. It could represent a significant reduction in carbon emissions.

By highlighting the environmental benefits, money savings, and clothing benefits washing in cold brings, cleaning loads in cold can be the new normal for most Americans. We want to increase cold water awareness in line with Tide's goal of achieving 75% of loads washed on cold by 2030. About 40% of people are aware of the benefits of washing cold. However, most Americans still believe washing on warm yields better results than cold. We will focus on a targeted ad campaign through social media, creating cold wash challenges and advocating the benefits of cold water washing through relevant influencers and social media advertising. This will focus on capturing the attention of our target market of 18-35-year-olds and getting them to wash on cold with Tide. We aim to increase awareness of cold water washing with Tide by 30% in our target market by September 2025. Additionally, we want to achieve a 10% increase in loads washed on cold by September 2025 and an 8% increase in sales of Tide products. We will maintain an informative and encouraging tone, providing customers with the details they need to make the informed choice about their laundry.



# SWOT analysis | competitors

## Competitors:



## Strengths

- Leader laundry detergent market
- P&G
- Strong brand recognition
- Global reach
- Innovative cleaning technologies
- Endorsements & Partnerships
- Extensive Social media presence

## Weaknesses

- Toxic chemicals
- Higher priced product
- Concentrated Industry
- Loss of Sales with counterfeit sales

## Opportunities

- Influencer strategy
- Sustainability initiatives
- Optimize digital shopping

## Threats

- Competitors have products that support skin sensitivity / sustainability niche
- Cheaper alternatives
- Susceptible to negative viral challenges

# best Tide products | cold water benefits



## Tide Products Retail:

- **Tide PODS**
- Tide Original Liquid Laundry Detergent
- Tide To Go Instant Stain Remover Pen
- Tide Free and Gentle Liquid Laundry Detergent
- Tide HE Turbo Clean Liquid Laundry Detergent

## Tide Products E-Commerce:

- Tide PODS Plus Downy
- Tide Coldwater Clean Liquid Laundry Detergent
- **Tide Antibacterial Fabric Spray**
- Tide Brights+ Whites Rescue In-Wash Laundry Booster Pods
- Tide Simply Clean & Fresh Liquid Laundry Detergent

## Benefits of using Cold Water:

- Preserves color
- Extends longevity of garments
- Stain resistance
- Fragrance Retention
- Shrinkage Prevention
- Damage protection
- Economic savings
- Energy efficient
- Eco Friendly



***“By washing four out of five loads of laundry in cold water, you could cut 864 pounds of CO2 emissions in a year, an amount equivalent to planting 0.37 acres of U.S. forest, according to the American Cleaning Institute.”***

# personas | takeaways for idea generation



## Annie Lanes

Age 20, female

Income: 10K per year/financial support

University Student

Lives in Los Angeles, CA

Annie is single with no children and works part time at a coffee shop while being a full time student.

Core Values: Annie cares about her appearance to others, her friends, and her performance in school.

Motivations: Annie wants to have a career out of college and wants to make lasting friendships during her time at Gonzaga.

Challenges: Annie is very busy and often overwhelmed by working part time on top of her rigorous class schedule.

Hobbies: knitting, playing guitar,

Favorite media: Tik Tok, Instagram, Snapchat



## Doug Frederickson

Age 31, male

Income: 120K per year

Accountant at Accounting Firm

Lives in St. Louis, MI

Doug is engaged and has no kids, but plans to within the next 3 years. He stays busy with work and loves traveling with his fiancée.

Core Values: Success in his career, a happy relationship, family, and religion.

Motivations: Doug wants to be able to support a family and save enough money to do that comfortably. He also wants to create a healthy work life balance where he can have time off to travel a few times a year.

Challenges: Doug works a lot and often gets wrapped up in his job. Doug struggles to get time off and is trying to create a more sustainable work-life balance.

Hobbies: Photography, date nights, reading.

Favorite media: Facebook, Yahoo Finance, LinkedIn, Netflix



## Anika Tarris

Age 26, female

Income: 75K per year

Social worker specializing in foster care

Lives in New York, NY

Anika is single and dating around while living with a few roommates. Anika has no kids and doesn't plan on having any in the future.

Core Values: Social justice, being eco-friendly, LGBTQ rights, advocacy.

Motivations: Anika wants to make a positive change in society. She identifies as gay and is passionate about advocating of LGBTQ rights. She is also passionate about helping displaced children

Challenges: Anika lives on a tight budget because of her expensive rent and cannot afford her own place.

Hobbies: Concerts, biking around the city, trying new coffee shops

Favorite media: Instagram, pinterest, X



Millennials are the most active demographic on social media, with 68.8% of them estimated using social in 2024. In terms of daily time spent on social media, Gen Z tops the list with 35% using it more than two hours a day.

# insights

## 18-35 communicate (Social media use)

18-29 years – Snapchat (41%), TikTok (35%), Instagram (32%)

30-39 years – LinkedIn (34%), X/Twitter (34%), Snapchat (33%), Instagram (32%)

72% Share Content Online At Least Once A Week

55% Engage, Like & Comment On Other People's Posts

35% Stay Up-To-Date With Brands, Products & Latest Trends.

51% Stay Connected With Friends & Family

## Priorities

- Environmental sustainability
- Social justice / awareness
- Save money - Bargain
- Real time product availability
- Ease of purchase (speed)

## Cleaning

- Scent
- Stain removal
- Cleaning effectiveness
- Free and Gentle (Tide). skin irritation popular
- Ultra Oxi Powder
- Prevent shrinkage
- Prevent clothing damage (wrinkles), keep color

Efficiency (less loads)

## brand role/ preferences

Prefer genuine, follow through (practice what you preach)

- Millennial customers are new modern consumers with different needs and requirements than their boomers. They are exposed to the internet yet they are still connected to their roots. They enjoy online shopping but still, they prefer to shop locally.
- Millennials make up a major consumer group with more than 65% shoppers with great spending power. According to stats by Accenture, there are 80 million millennials in the USA alone and they account for \$600 billion in sales alone.
- More than half (55 percent) of the survey respondents, in all three demographics, said that they seek out “the cheapest return option.”
- 41% of all three groups said they love to visit a nearby retail store and then shopping for it online to find the lowest price—more often than they did a year ago. This shift is due, in part, to the current high penetration levels of smartphones, which can enable customers to search for an item easily, even while in a store.
- 36% of those surveyed from all three generations said they will go online to buy from a retailer's website if they want a product when the company's stores are closed.
- On average, 89 percent said having access to real-time product availability information would influence their shopping choices in terms of which stores they would frequent.
- You can't influence them through Advertisements - As only 1% said that a compelling advertisement would make them trust a brand more. Millennials believe that advertising is all spin and not authentic.
- Social Engagement is a must on social media - 62% of millennials respondents say that if a brand engages with them on social networks, they are more likely to become loyal customers. They expect brands to not only be on social networks. They love news, events, and promotions from social media.

## Differentiation in Cleaning Power and Formula:

- **Advanced Formulas:** Tide differentiates itself by leveraging advanced formulas that are specifically engineered to deliver superior cleaning performance. Whether it's Tide Ultra Stain Release, Tide PODS with 10X cleaning power, or Tide Hygienic Clean, the brand emphasizes its ability to tackle tough stains and remove deep-seated dirt effectively.
- **Fabric Care:** Tide places a strong emphasis on fabric care, ensuring that its detergents not only clean effectively but also help maintain the quality and appearance of clothes over time. This focus on fabric care sets Tide apart, as consumers trust the brand to deliver results without compromising the integrity of their garments.
- **Stain Removal Technology:** Tide invests in innovative stain removal technology, such as enzyme-based cleaners and surfactants, to target specific types of stains effectively. Whether it's grass stains, wine spills, or sweat odors, Tide's formulations are engineered to address a wide range of laundry challenges with precision.
- **Consumer Trust and Testimonials:** Tide reinforces its cleaning power and formula differentiation through consumer testimonials and endorsements. By highlighting real-life experiences and test results, Tide instills confidence in its products' ability to deliver exceptional results, further solidifying its position as a leader in the laundry detergent market.

In summary, Tide distinguishes itself from competitors like Arm & Hammer, Gain, All, and Purex through its relentless focus on cleaning power, formula innovation, fabric care, and consumer trust. By consistently delivering superior results and leveraging advanced technologies, Tide maintains its status as a top choice for consumers seeking effective and reliable laundry solutions.



## Marketing Objectives



- 1) Increase awareness of cold water washing benefits by 30% by September 2025
- 2) Increase loads washed on cold within target marked by 10% by September 2025
- 3) increase sales by 8% by September 2025

### Segmentation

Market Segmentation of Tide Pods

- Demographics: Age (18-35)
- College students: Highlight the ease of use for dormitory laundry facilities, easy to use on the go, convenient storage, affordability
- Working adults- ease, affordability, packaging
- New parents - safety and convenience, effectiveness on stains

### Psychographics: lifestyle/values

- Busy lifestyle: Emphasize the time-saving aspect of Tide Pods. Tide cleaners app, delivery option
- Environmentally conscious: Highlight Tide eco-friendly features. (energy saving, sustainable materials)
- Values: Appeal to values, such as cleanliness, convenience, or sustainability.

### Behavior: Usage Brand

- Usage Frequency: smaller packs for occasional users, larger packs for frequent users
- Affordability: sales and promotions to make Tide an affordable option
- Brand Loyalty: Reward loyal customers with loyalty programs and promotions.
- Benefits Sought: Highlight benefits, such as stain removal, color protection, long lasting scent, usage effectiveness, clothing longevity

### Geography: urban vs. Rural

- Urban Liberal cities- likely to seek environmental benefit of Tide
- Dorms and Apartment- Easy to store and carry tide pods (packaging)
- Busy cities- easier to access and use Tide, delivery option Tide cleaners

## Media Channels





# Position



- In 2022 Tide recorded sales of 2.40552 billion dollars in 2022 (Petruzzi, 2023), these sales were made possible by Procter and Gamble's 101,000 employees and Tide's 3,000 employees (Zippia, 2023). Tide offers a variety of goods and services including affordable and effective laundry detergent in both liquid form, pod form, and powder form as well as products like Stain Removers, Laundry Boosters, Fabric Care products, and Fabric Rinse products. Services they offer include Tide cleaner which is a service that provides personalized washing, dry cleaning, repair, and alterations for customers via an app. Tide has dominated the detergent market for the past 76 years due to their unique ability to market their product through many channels of distribution to reach millions of consumers. Tide is the largest laundry detergent brand in the world, with an estimated 14.3% of the global laundry detergent market. In 2022, Tide spent 218 million on advertising and promotion. Tide will likely spend more on promotion this year, with a significant portion of that budget going toward Tide pods due to their popularity. "Laundry Detergent Pods Market size was valued at USD 10.16 Billion in 2021 and is projected to reach USD 17.26 Billion by 2030, growing at a CAGR of 6.06% from 2023 to 2030." (Verified market research) Tide is a large brand with well received products. Tide offers lots of variation in its detergent products. For Tide pods, options include regular, ultra oxi, Free and Gentle, Hygienic clean, Sport, Febreze odor eliminator, Meadow Spring, and more. This variation helps attract a broader range of customers who may have more interest in detergent for sensitive skin, different scents, or additional cleaning benefits.

## Targeting (Segmented marketing strategy)

- Ideal customer: 18-35, values cleanliness (does laundry regularly), environmental sustainability, budget conscious, energy conscious, wants a good clean that minimizes clothing damage, active on social media – shares product experience

## Benefits to highlight

- Cost saving- with Tide, you can save up to \$150 on your yearly energy bill simply by turning to cold water.
- Energy saving - 3 in 4 Americans who say they are looking for more ways to save energy in their daily lives, washing on cold is an easy way to reduce energy usage. washing in cold water can reduce your energy use by 90%. A household may save anywhere from \$60 to over \$200 a year and save greenhouse gas emissions equivalent to driving approximately 1,000 miles by using cold water wash and rinse instead of hot or warm water for the same functions
- Better for clothes - Many garment care labels in your clothing specify to wash in cool or cold water. Your clothes can fade, shrink or bleed when washed in the wrong water temperature. The right temperature can prolong the lifespan of your clothes and save you money. Erba's study confirmed that most loads can be washed in cold water. Not only that, but consumers who try washing in cold with Tide report a better wash experience, citing its cleaning and stain removal power while providing better color protection, increased clothing longevity and fewer wrinkles.
- Packaging and distribution - Tide made this detergent with 30% less water, which means it's lighter and more compact to ship. It also uses less packaging and plastic while still washing the same number of loads. Tide created a stir when it introduced e-commerce packaging for laundry detergent, shifting to a cardboard case holding a bladder of liquid detergent. Comparisons to boxed wine ensued, with its meta depictions of the original Tide bottle printed onto the box.



## creative plan

We plan on using social media, YouTube, and internet search ads as media vehicles for our target audience. We will use Instagram, Snapchat, Facebook, and TikTok. It will also provide a link to the cold challenges survey and a **#cancoldcleanit** and **#30daysoncold** post to share so people can share with their friends.

The caption of the ad post will be: “save money and clean better with Tide. Try the Tide 30 days on the Cold and Can Cold Clean It challenges.”

Our target audience is the age demographic with a higher social media use volume. This will make it a great option to advertise our Tide commercials and our cold-wash social media challenges. Additionally, online ad campaigns through YouTube and internet searches will likely be viewed by the target demographic compared to alternative means. Our primary objective using social media is to get conversions for the sale of Tide Products and increase loads washed on cold by 6% in the target market. We want 15% of people who view our social media posts to engage with it.

### #30daysoncold

Participants will spend 30 days washing their laundry on cold. Tide can collect feedback on how well cold water works for consumers during their regular laundry habit, all they have to change is the temperature! For sharing a one time post with the hashtag **#30DaysOnCold** participants can share their experience with switching to cold for 30 days. By posting, participants can be entered into a raffle to win a prize, such as; a season pass for the NFL, a Tide product bundle, or a washer and dryer set. This can be paired with ongoing posts about the benefits and Infograph's on the advantages of cold water usage.



### #cancoldcleanit

Participants can take dirty clothes with tough stains and post a before and after showing **#CanColdCleanIt**. Tide can enhance this marketing tactic by promoting the advantages of using cold water through both social media campaigns and create engaging content such as infographics, videos, and testimonials, thereby highlighting yet another benefit of their product. This can encourage participants to share their savings and challenge their friends. This aims to promote how washing in cold water saves money because participants are using less energy.

### goal

500k participants to use the hashtags and in the first month

# Creative

We are adopting a hybrid approach, using video advertisements and posts with a QR code to encourage purchases of our product and participation in our cold wash challenge. We will leverage Instagram, Snapchat, Facebook, and TikTok, including a link to the signup option and a **#tidecoldwash** post for friend referrals. The ad post's caption will be - save money and clean better with Tide on cold; sign up for the Tide Cold Wash challenge. The challenge will encourage participants to watch their clothes on cold with Tide for 30- days and post the results on social media.



## Long Video Ad



The ad will feature a relatable scenario of a messy kid growing up, with his parents using Tide on cold to clean and remove stains. It will then transition to the kid as a college student, spilling on his shirt but quickly resolving the issue with Tide pods. The ad can also demonstrate the kid as a new parent, again using Tide to save his clothes and clean up the mess. This is emotive, and with a touch of humor, it will convey that Tide pods are always there to help you clean up a mess and wipe out stains, making spilling and stains no big deal.

## Short Video Ad



This ad will showcase Tide Pods and emphasize the unique features that make them ideal for single-person laundry. These features include cold water use and cost efficiency for smaller laundry loads, superior cleaning effectiveness, environmental friendliness, and easy storage and planning. This ad will be a comparative ad that uses rational appeal to inform consumers about the product's benefits tailored to their specific needs. It will highlight Tide's superiority over most competitors and explain why Tide pods offer the best benefits among detergent pods. This ad will resonate with college students and the 18-35 demographic. It will be shared on social media and used as a search ad.



## Comedic Ad

Our last commercial idea will be a man putting Tide pods in the freezer. A friend asked what he was doing, to which he responded I am going to wash my clothes on cold. friend tells him you don't need to chill your detergent, just change the wash setting to cold. What! He exclaims its that easy? To which the friend responds yea and you get to save up to \$150 on your yearly energy bill and reduce your energy use by 90%. Wow! I should have started this sooner the man remarks.



## College Athlete Ad

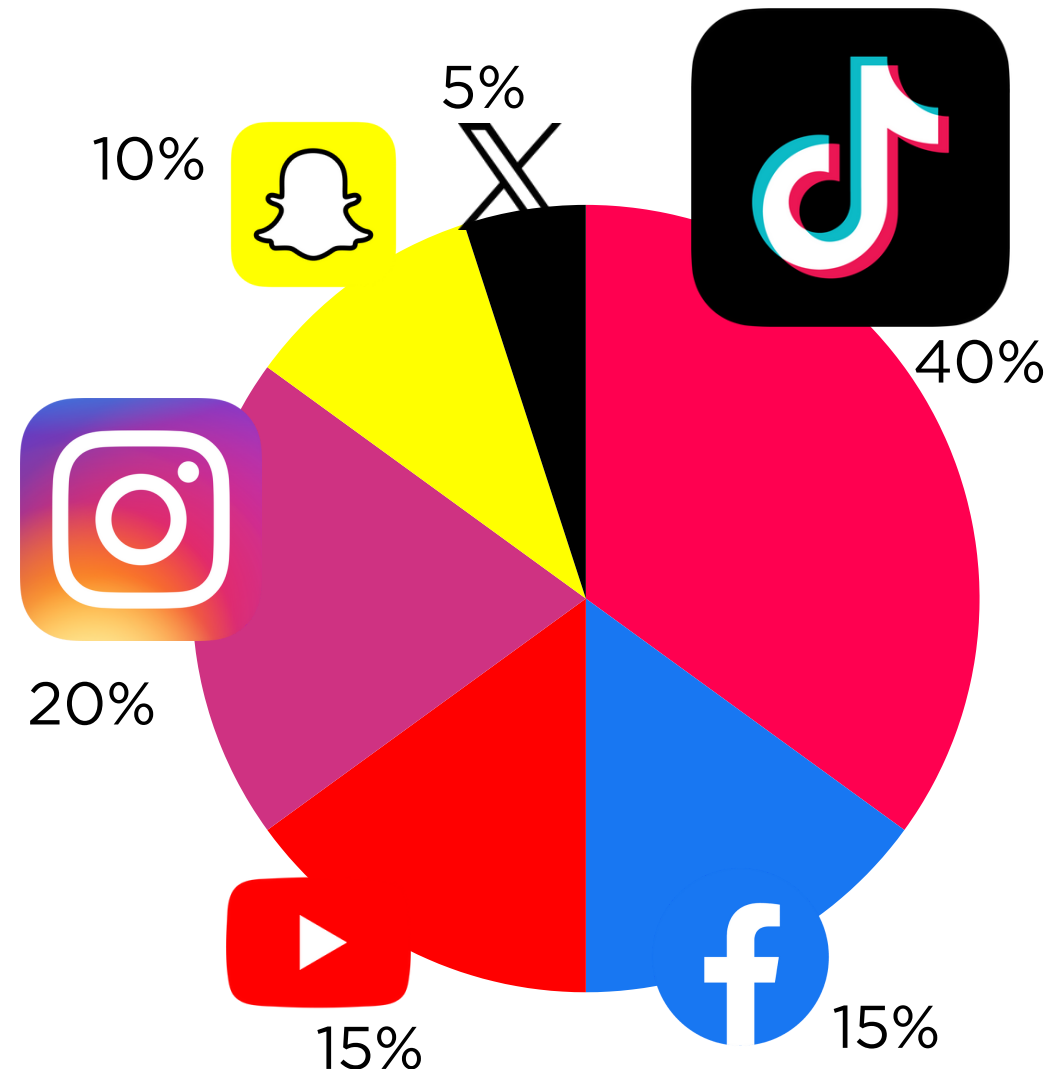


In addition, we will feature an ad with a group of top college athletes from various sports using Tide pods to clean their uniforms. The ad will state: A high-performance active life demands a high-performance detergent, and nothing beats Tide Pods on cold when it comes to cleaning. The ad will use humor appeal, showcasing the athletes in amusing situations requiring cleaning their uniforms. It will be shared on YouTube and social media to promote Tide Pods. The ad will effectively demonstrate the product's effectiveness while being entertaining and humorous, featuring college athletes who are influential among the target audience, needing and using Tide pods.

# media flow chart:

\$50-75 million total budget

- **TikTok (30-40%):** High engagement with short videos, popular among Gen Z. Invest significantly for visibility.
- **Instagram (20-25%):** Visual platform with Gen Z presence. Use feed and stories, consider influencer partnerships.
- **YouTube (15-20%):** Diverse advertising options, invest in compelling video content
- **Facebook (15-20%):** Diverse user base, less relevant for Gen Z but powerfully influencing among older half of target demographic. Use targeted ads for a broader demographic.
- **Snapchat (10-15%):** Popular among younger audiences, utilize AR lenses and geofilters for interactive content.
- **X (5-10%):** Good for real-time engagement. Use for promotions, audience engagement, and sharing content. Maintain a consistent brand voice.



# Budget Breakdown

## Ads on Social Media Platforms:

### YouTube:



**Production:** \$500,000 per ad (assuming high-quality production)

**Cost of airing:** \$4-\$10 per CPM (impression)

**Total cost for 4 ads:** \$5,000,000

**Total ads:** 16 ads

**Total ad costs:** \$15 Million

### Instagram:



**Production:** \$300,000 per ad

**Cost of airing:** \$6.70 per CPM or \$0.50-\$3 per CPC

**Total cost for 4 ads:** \$4,800,000

**Total ads:** 13

**Total ad costs:** \$15 Million

### Snapchat:



**Production:** \$250,000 per ad

**Cost of airing:** Varies based on ad format (Swipe up, Snap Ads, Sponsored Lenses, etc.)

**Total cost for 4 ads:** Varies (depending on the chosen ad format)

**Total ads:** 20 ads

**Total ad cost:** \$5 Million

### Facebook:



**Production:** \$350,000 per ad

**Cost of airing:** \$1.01-\$3 per CPM or \$0.26-\$0.30 per CPC

**Total cost for 4 ads:** \$5,400,000

**Total ads:** 4

**Total cost:** \$5 Million

### TikTok:



**Production:** \$200,000 per ad

**Cost of airing:** Varies based on ad format (Brand takeover, In-feed, Hashtag challenge)

**Total cost for 4 ads:** Varies (depending on the chosen ad format)

**Total ads:** 100

**Total ad costs:** \$20 Million

## Collaborating with Influencers:

**Cost per influencer (college athletes with 10K - 50K followers):** \$475 each

**Total cost:** Use 500 Influencers for a total cost of \$237,500.

The total budget estimate for our promotion project is \$60,207,500.

### Hashtag Trends:

**Cost of running 2 hashtag trends:** #CanColdCleanIt and #30DaysOnCold

**Total cost:** Dependent on the engagement level desired and duration of the campaign.

### Miscellaneous Expenses:

Creative development, strategy planning, analytics tools, etc.  
Allocate a portion of the budget for unforeseen expenses.