



If it's got to be clean,  
**it's got to be Tide.**



# Takes the Cold Plunge.

## Executive Summary

Tide has earned a longstanding reputation and tradition as a **leader** in laundry and considers itself an innovation company, not a “soap company.” In fact, Tide taught the world to clean at three temperatures with their commercials in the 80s for Cheer detergent. Tide didn’t stop innovating there, though, and in 2005, a technological breakthrough in the P&G laboratory ushered in a new era for Tide: **Tide Coldwater**.

The reformulation was designed to clean in cold water, and this innovation led Tide to take a leadership position in sustainability and take steps toward a clean future, resulting in Tide **reformulating all products** to uniquely clean clothes in cold water. No more sorting? Yes, with Tide’s family of laundry brands, all clean better in cold than the leading price brands do in hot.

**But why cold water?** More than two-thirds of Tide’s impact on the climate occurs during the consumer’s laundry routine with the energy needed to heat water. Tide wants to continue being the leading detergent brand while also being “**a force of good**,” and the best way to do this is to reach the consumer and influence a behavior change to wash in cold water.

Previous Tide campaigns have focused on home category managers, but an opportunity exists to target young consumers to **adopt new behaviors** while transitioning into new phases of life. Young Millennials and Generation Z are creatures of habit, especially in mundane tasks like laundry. With inconsistent “laundry rules” from their parents, online, or trial and error, all that this group of people wants to do is feel confident in what they are doing, how they look, and how they feel overall.

Agency 753 was challenged to devise creative strategies on how Tide can drive a **behavioral shift** among the 18-35 age group to adopt cold water washing practices. The campaign budget is set at \$50-75 million, with key performance indicators including attributable growth in cold water loads and increased brand consideration, preference, and sentiment.

Our multi-touchpoint campaign is specifically designed to attract, inform, influence, and inspire **behavior change** among Young Millennials and Generation Z to join Tide in supporting cold water washing to clean clothes better and positively impact the environment. We want our target to break the cycle and **wash with cold-fidence**.

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**Challenge:**  
Drive conversion of  
**75%**  
of loads to **cold**  
by 2030 and  
**build brand love.**

# The Challenge

## Unfolding the Problem.

Agency 753's main objective was to **drive a significant shift toward cold water washing among the 18-35 age group in the United States and Canada, aiming for a 75% conversion by 2030**. Here's a look at Tide's campaign efforts, people's perceptions of laundry, and how they view laundry concerning the environment.

### Tide's Clean Purpose.

2005-Today



#### Tide Coldwater

In 2005, Tide Coldwater was introduced. It became a new addition to the Tide detergent lineup, containing a formula specialized for cold water washing. This was only the beginning of Tide's reformulation, and by 2023, **all Tide family detergents were reformulated to clean best on cold**.

Tide partnered with Saatchi x Saatchi to produce two campaigns: "Tide Cold Callers" and "Turn to Cold: Mythbusters." Both campaigns had the primary goal of **raising awareness about the benefits of cold water washing**. After each campaign launched, Tide noted large pushes towards their goal of 75% of loads washed in cold, landing at 57% at the end of 2023. However, the messaging of the campaigns **didn't inspire** 18 to 35-year-olds to change their behavior. We dug deep to figure out what was missing that our target demographic needed to consider switching their behavior.



### #TurnToCold

Tide used **#TurnToCold** to give the campaign a strategic way to call consumers to action. User-generated content using this hashtag helped spread the campaign beyond the targeted strategy. However, the hashtag has less than 600 uses on Instagram, showing a disconnect between users of that platform and the message itself.

### The Laundry Problem.

Why Didn't Our Target Get the Message?



People fall into cycles, and the thought of **turning the dial or pressing a button for cold water doesn't even cross their minds**. They're not thinking about their personal convictions when they're going through the motions to get laundry done.



Those habits, mentioned above, most often come from their parents. The target, even at the top of our age range, is still fairly **new to independence** in the grand scheme of life. They need a **good reason to turn away from what they've been taught**.

35+

In Tide's earlier communications, they missed the 18-35 target. The campaigns converted **57% to cold water washing**, but with the emerging generation of new adults and new families, **the use of 90s and early 2000s icons didn't resonate to convert the remaining 18%**.

### Objectives.

Inspire 18 to 35-year-olds to wash in cold water by **changing their current laundry habits** and prove to the target audience that Tide is the **best detergent to use in cold water**.

### What We Did.

#### Primary Research

**Laundry Habits Survey**

651 respondents

8 Major Insights Gathered

**Video Interviews**

63 Interviewees

**Market Analysis**

2 Laundromat Visits

12 Grocery Store Visits

**A/B Concept Testing**

7 Concepts Tested in Target Segment

Final Concept Retested

#### Secondary Research

**Statistics and Analytics**

347 Articles Read

43 Survey Graphs Analyzed

89 Statistics Gathered

**Databases**

MRI Simmons

Redbooks

Statista

**Media & Brand Awareness**

268 Social Media Posts Analyzed

8 Social Media Channels Analyzed

11 Competitors Analyzed

Let's see how Tide and its competitors line up, ready for the next load of market analysis.

# Competitive Analysis

## The Laundry Room Lineup.

Laundry detergent is a segment of consumer packaged goods worth over \$8 billion that boasts **nearly 100% household penetration**. Agency 753 looked to both primary and secondary research to figure out **how Tide sizes up to its competitors**, both objectively and in the eyes of the consumer.

### Who's on the Shelf?

#### Tide's Top Competitors



##### Market Leader

**Tide** is the leader of the pack among laundry detergents. In addition to being the leader in cleaning, Tide leads in awareness, sales, and loyalty. Tide intends to be the **first** detergent consumers see when they shop, and they have the widest selection of products in stores.



##### Scent-Preferred

**Gain** is celebrated for its focus on fragrances. Gain came up as a top competitor for Tide, among people who prefer **fresh-smelling** clothes at a budget-friendlier price.



##### Allergen-Friendly

**All** has cornered the market on **free and clear** detergents. All came up, both in our research and our survey, as the go-to for **allergen-friendly** washing.



##### Value Brand

**Arm & Hammer** is a value brand synonymous with **cost-effective** household solutions. With its affordable pricing, it remains a trusted choice for consumers seeking detergent at a reasonable cost.

### Tide's Advantage.

#### The Facts

Tide takes up the most space on shelves with the best positioning stores. **When consumers think of Tide, they think of clean** — almost half of them to be exact. Paired with Tide's market position, the brand has a major advantage with its advanced formula that washes better in cold than the next leading regular liquid detergent in warm.

### Consumers' Perspective.

#### What Consumers are Saying

**44%** prefer **Tide** to other detergents.

**63%** are **unaware** that Tide formulas work best in cold water.



### Tide's Disconnect.

#### Lack of Brand Symmetry

When consumers view Tide products on the shelf in stores, nothing unifies the various Tide products other than their logo. To stand out, Tide needs to find something that **unites its products and distinguishes them as the leading cold water wash detergent**. Half of Tide's products on the shelves don't even highlight their cold water capabilities, so how do they **differentiate themselves** from the consumer?

**70%**

of in-store decisions are made at the shelf.

Offer sustainable products at comparable prices and make individual action easy. Brands that allow us to shop sustainably without compromising in other areas, will **gain our trust and loyalty**.

**Innovation Specialist Gaby Carruthers of The Red Flower Factory, a company driving sustainability conversations around Consumer Packaged Goods**

### So, What's the Lesson?

**Consumers are confused** at the shelf. The Tide portfolio, especially original Tide, does not highlight or communicate the cold activation capability of the formula.

#### Never underestimate the power of packaging.

It fulfills the functional role of containing and protecting a product's contents but is also called "the silent salesman" for a reason.

**Bertrand Massanes**  
**Little Buddha Branding Agency**

**Don't fold under pressure, let's scrub deeper into our research.**

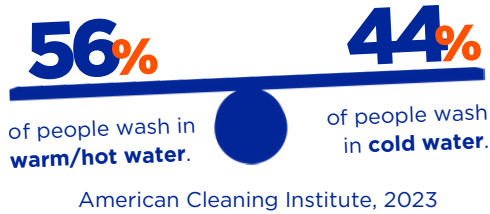


# Research Findings

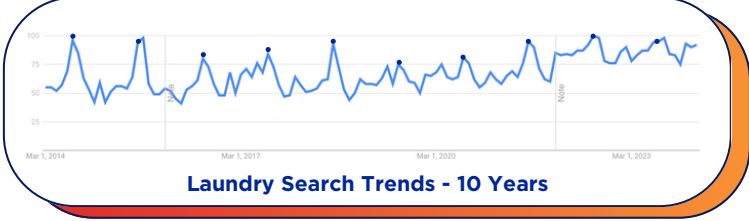
## Get a Load of This.

Our research findings revealed that people are **unsure how to do laundry and properly care for their clothes** in today's environment. They know the benefits of washing in cold water but are **unaware** of a detergent with the capability to wash better in cold than leading brands in hot. **In short, it's all about their clothes over saving money or caring for the environment.**

### Current Behaviors.



### The Search for Solutions.



Google Search Trends revealed that the search for "How to do laundry" correlated with the start of the school year, when many young adults are making a transition to independence.

Consumers believe that hot water sanitizes, disinfects, and **gets clothes cleaner** and that cold water reduces or prevents fading, bleeding, and shrinkage.

Lifestyle Monitor Cotton Inc.

### Cold Water Doubts.



### What's Motivating Them?

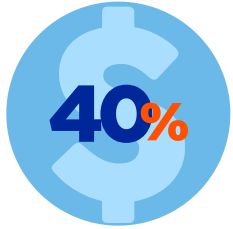
Based on our research, the **preservation of clothes** is the **largest motivating factor** for washing in cold. **Delicates, bright colors, and heat-sensitive fabrics** are all reasons that people choose cold. **Saving money** and **saving the environment** are independent variables, and are significantly below the motivation of caring for clothes.

“When it comes to laundry, consumers want **clean clothes**, that's the first need. Increasingly consumers want to do things that improve the environment, either through less energy, less waste, less water, but often **don't know how to do that.**”

Marc Pritchard, Chief Brand Officer of Procter and Gamble, From Forbes



of survey respondents indicated that they **wash on cold** to save the environment



of survey respondents indicated that they **wash on cold** to save money



of survey respondents indicated that they **wash on cold** to save their clothes

### Why Not Lead With Sustainability?

Our **primary and secondary research** has shown that consumers seek out benefits for themselves over everything, viewing the byproduct of **environmental good as the cherry on top**. Driving this campaign with sustainability at the forefront would **undermine the legitimacy** of the message and open Tide up to **greenwashing allegations**, something very prevalent in our current social climate.



### 3 Key Barriers Against Cold Water Washing

Consumer Default

**70%**

of people use **warm or hot** water when washing laundry.

Unaware

**63%**

are **unaware** that the Tide family of products has been reformulated to wash best in cold water.

Preexisting Habits

**42%**

of people were **taught habits** they retain when cold water washing.

With our loads of hot takes, let's iron out our insights. 4

# The Cold Hard Truth.

**Laundry is habitual**, and it's something the consumer needs to feel confident in the process to ensure a routine that protects their clothes but feels **unique to them**. The fact is not that people don't know to wash on cold; they just don't care to make the switch. **Here's the cold hard truth.**

## Key Insights

### Playing Simon Says

The **default setting** on most washers is hot or warm. Many consumers **don't care** to turn to the cold setting or **lack the knowledge or confidence** to change the settings without knowing what it will do to their clothes. **77%** of people frequently read **tag washing instructions** that specifically say to use warm or hot water. This, along with **social pressure** and **the fear of messing up**, leads to a lack of cold water washing.

### The Cat's Still in the Bag

Consumers are **unaware** of the of the reformulation technology of Tide's detergent. With the risk of sacrificing their clothes, they choose not to wash most loads in cold with regular detergents. There is an overall **lack of knowledge** and **confidence** in the benefits of cold water washing and how Tide products can deliver the best clean while sacrificing nothing.

### Not Your Mom's Laundry

Consumers have shown habits of defaulting to what is **recommended** or what their **parents taught them**. Because of a **lack of awareness** about cold water washing, consumers default to passed-down laundry habits and misconceptions. This leads to a **lack of confidence** in knowing the best ways to wash their clothing and create a laundry process unique to their own clothes.

## What Does This Mean?

Cold water washing has many benefits, but washing on hot doesn't directly hurt the consumer. It's hard for them to wrap their heads around being in the wrong for so long. That, combined with their lack of knowledge of Tide's reformulation, doesn't push consumers towards cold water washing. Tide has the opportunity to push this target to change their habits and wash their clothes with cold water so that they can feel the benefits that cold water washing would give them. What do all of our target consumers have in common? **They want to feel confident.**

## In Other Words...

# Confidence.

One thing that everyone wants to have is **confidence**: confidence in themselves, confidence in their clothes, and confidence in brands they trust. We want Tide to be able to instill this confidence into its consumers by highlighting the benefits of cold water washing.

“The truth is, Tide detergents have been reformulated to tackle tough stains and kill bacteria even in chilly cycles, proving that **cold water can disinfect and clean just as effectively with the right detergent.**”

**Brian Sansoni**  
Senior VP of Communications  
American Cleaning Institute



**Feel Confident In Laundry**  
Cold water can clean! All Tide detergents are now formulated to wash best in cold water. Spreading awareness of this will empower consumers to confidently clean their laundry in cold cycles.



**Feel Confident in You**  
Confidence starts on the inside, but looking the part helps too. Using fashion as expression is human nature, and protecting your clothes by washing in cold water is as important to Tide as your confidence is to you.



**Feel Confident In Tide**  
Consumers can trust Tide's advanced formula to deliver a powerful clean in every family product. Tide is the best product to use when washing in cold.

**It's time to turn our attention to the real stars of our story: the people whose daily decisions weave the fabric of our market.**

## The Laundry Doers.

We recognized that **influencing behavior change** is most effective during **life's transitional moments** — **when individuals are open to developing new habits**. Generational segmentation classifies our target audience of 18-35-year-olds as “Young Millennials” and “Generation Z.” Beyond traditional demographics, we crafted three distinct personas, and each aligned with specific life stages we identified to be key periods of transition within our target age group.

### Who's Our Target?

**18-35** year olds

#### Generation Z

Gen Z has a **buying capacity** of nearly **\$360 billion in the U.S.**, and they spend more on fashion than any other retail. They are more likely to adopt more sustainable behaviors than any other generation, but research has shown that this is not necessarily a motivating factor for them to **change their habits**.

#### Young Millennials

Millennials spend the **most money on apparel** over any other generation, at a yearly average of **\$524 per person**. They are also more inclined to spend money on socially responsible brands that **align with their values** than other generations are, which can come with a higher price tag.

“One thing I've found is that when I **turn on music** or listen to a podcast when I'm doing laundry, it kind of just makes me forget that I'm doing laundry and it makes it a lot **more enjoyable**.  
-Consumer from Campus Interview

### The Key Life Stages.

#### Independents

Transitioning to living alone signifies a pivotal stage focused on forging one's **individual identity**. This transition involves the cultivation of **new habits and behaviors** based solely on personal opinions and desires, **diverging from previous teachings** or **external influences**. Embracing independence prompts individuals to redefine themselves according to their values and aspirations, setting the stage for **self-discovery**, **confidence**, and **autonomy**.

**Independent Isaac and Izzy** both **value self-expression**. They spend their free time scrolling on social media, listening to their favorite artists, and going to festivals and social events. Going to college forced them to **start new habits** and learn their own ways of doing things. Using fashion as an extension of their personalities, they need to preserve clothes while staying efficient and saving money.

#### Co-Habitants

Transitioning to living with another person means **compromising habits**, behaviors, and opinions, thus **forming new habits** together. Two people living together also means **more laundry** than an independent, which can bring greater care about costs and efficiency. Co-habitants want to feel **confident** in brands that **align with their values**, but can also provide a sense of security in the way they live their lives.

These couples have transitioned from showcasing their individuality to revealing themselves to each other. They're adapting their lifestyles to align with their partners, embracing compromise along the way. Whether cozing up for TV nights or cheering on their favorite teams at sporting events, they enjoy shared activities. With dual incomes, they have more financial flexibility, allowing them to indulge in experiences or upgrade appliances without as big of an impact as when they were individuals.

#### Households

Households in transition present a prime opportunity to foster positive **behavior change**. As individuals come together, blending their lives and routines, and start families, it offers a unique chance to **introduce new habits**. As households adjust and form new routines together, addressing preconceived notions and misconceptions becomes key.

Households have much more responsibility than the other segments. They value making their clothes last while being mindful of the different needs of dependents in their households: children. Moms and dads have to manage their time efficiently, and most of the time that means doing multiple things at once. Streaming is a common source of media for households because it allows for multitasking.

Izzy



Isaac



Carter & Caroline



Carlos & Cameron



The Huangs



The Harrisons



Don't let your attention dry out, there's more to soak up ahead.



# Wash with Tide.

# Feel cold-fident.

If it's got to be clean, **it's got to be Tide.**

**cold-fi-dent**: a sense of **self-assurance** or **empowerment** gained through washing clothes in cold water with Tide detergent.

In a world of self-expression, Tide emerges not just as a laundry detergent but as a beacon for **optimism**, **authenticity**, and **courage**. These traits are shared with our vibrant target audience of young Millennials and Gen Z. They embrace individualism and shatter stereotypes. These generations aren't just redefining fashion but what it means to **be themselves**. This audience has an unwavering desire for unique identities, pushing boundaries, and challenging the status quo. Only Tide can provide cold confidence. Let's redefine the laundry narrative together, liberate ourselves from doubt and fear, and embrace feeling **clean** and **cold-fident**.



# The Feeling of Cold-fident.

Cold water washing can be a **symbol of confidence and identity**. Showcasing individuals confidently choosing cold water over warm water for laundry, we emphasized the empowerment that comes from **saving your clothes, your wallet, and the Earth**.

### Cool Communication

Conversational headlines in Tide's "Feel Cold-fident" campaign will appeal to Young Millennials and Gen Z, fostering authenticity, engagement, and inclusivity.

**Authenticity:** Young Millennials and Gen Z value **authentic** communication from brands. Conversational headlines make Tide **relatable** and **down-to-earth**, fostering a connection with these demographics accustomed to informal styles.

**Engagement:** Conversational headlines are engaging and immediate, drawing in the audience and **prompting participation**. This is vital for capturing the short attention spans of young millennials and Gen Z overburdened with digital content. We use conversational language to effectively **capture their interest amidst the noise**.

**Inclusivity:** Conversational language fosters inclusivity, making consumers feel part of a community. We chose to use this approach to connect with young millennials and Gen Z, encouraging them to join the "Feel Cold-fident" campaign.

### Icy Appeal

We created visually striking content that contrasts the warmth of traditional laundry settings with the **cold confidence** of Tide's **reformulated detergent**.

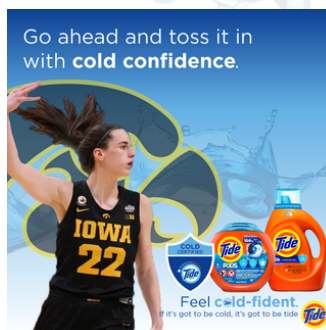
Initially using low identity concepts to introduce the campaign's theme subtly, the focus is on the outcome rather than the beginning. This approach allows consumers to become acquainted with the concept of cold water washing and feeling "cold-fident" without overwhelming them with a new term. Our conversational tone **centers on the feeling consumers experience after washing their clothes in cold water**, emphasizing the satisfaction and confidence gained from this practice. As we transition to high identity concepts, we integrate conversational headlines that highlight this feeling, reinforcing Tide's brand presence within the context of cold water washing. This strategic progression builds familiarity and trust with the campaign's theme while establishing a strong and memorable connection between Tide and the message of confidence in cold water laundry.

## cold-fident.

The "Cold-fident" logo featuring Tide's logo as the letter "o" combines Tide's brand identity with the campaign's focus on confidence in cold water washing. This visual integration reinforces **Tide's leadership in cold water detergent** and creates a memorable logo that captures the essence of the campaign. It also lends **authenticity** and **credibility** to the message while **strengthening brand recognition**.

### Shielded by the Cold.

The Tide portfolio formula is communicated through a "cold certified" shield in the graphics to instill **trust, credibility, and assurance** in Tide's products for cold water washing. This symbol not only signifies that Tide's detergents are continuously tested and approved for effectiveness in cold water, but it also **distinguishes Tide from competitors** in the market. By prominently featuring the "cold certified" shield, we aim to capture the attention of consumers and encourage them to adopt cold water laundry practices. The shield's visual impact helps convey **Tide's expertise and authority in cold water washing**, reinforcing consumer confidence in making the switch.



# The Media Spin Cycle.

## Feel Cold-fident in Laundry

### Objective

To raise **awareness of Tide's cold water capabilities** and reformulation while increasing **brand association** between cold water washing and Tide.

### Strategy

Using mass media, traditional and out-of-home to effectively reach the target and bring awareness of Tide's cold water advantages.



## Feel Cold-fident in You

### Objective

Increase the **conversion** to cold water washing and **inspire the audience to feel confident** in washing on cold.

### Strategy

Social media executions as well as in-store and online retail inspire the audience to feel confident enough to convert to cold water washing.

Feel **cold-fident**.

## Feel Cold-fident in Tide

### Objective

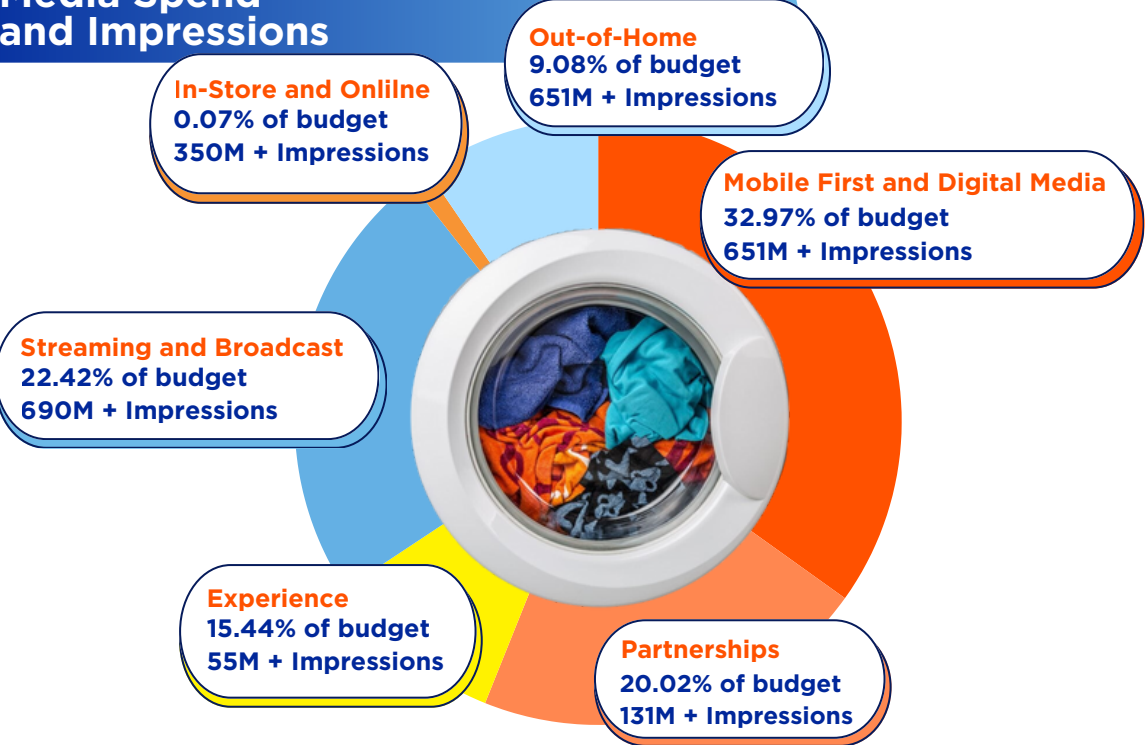
Build **brand love** and **loyalty** by supporting the **hope and optimism for the certainty of clean**.

### Strategy

Partnerships and experiential activations that are culturally relevant actively engage the target audience, thereby enhancing brand sentiment.



## Media Spend and Impressions



The **Feel Cold-fident** campaign will run from October 2024 to September 2025. The campaign will use an omnichannel strategy to help build and communicate our key objectives. The **\$75M budget** will fund a highly digital and culturally relevant campaign, resulting in over **3B impressions**.

### Mobile First and Digital Media

|                  |              |
|------------------|--------------|
| Social Media     | \$10,000,000 |
| Programmatic Ads | \$3,000,000  |
| Influencer Ads   | \$11,211,200 |

### Partnerships

|                           |             |
|---------------------------|-------------|
| Lululemon                 | \$5,000,000 |
| NFL                       | \$2,500,000 |
| GE X Electrolux X Samsung | \$2,500,000 |
| SEC                       | \$5,000,000 |

### Experience

|                     |             |
|---------------------|-------------|
| The Cold-fident Kit | \$5,213,318 |
| The Cold Zone       | \$3,700,000 |
| The Laundry List    | \$2,658,134 |

### Out-of-Home

|            |             |
|------------|-------------|
| Billboards | \$5,155,320 |
| Bus Wraps  | \$862,000   |
| Airports   | \$791,000   |

### Streaming and Broadcast

|               |             |
|---------------|-------------|
| Hulu          | \$6,000,000 |
| YouTube TV    | \$6,000,000 |
| NFL Playoffs  | \$2,400,000 |
| March Madness | \$2,400,000 |

### In-Store and Online

|                        |           |
|------------------------|-----------|
| Package Redesign       | \$50,000  |
| In-Store Merchandising | \$500,000 |

|              |                      |
|--------------|----------------------|
| <b>Total</b> | <b>74,940,972.00</b> |
|--------------|----------------------|

## Cold Water, Hot Topics.

58%



62%



54%



62%



69%



73%



51%



Percentage of users on each platform aged 18-35 years old.

### The Mobile First Strategy.

By **2025**, there will be more social network users than TV viewers in the US.

Gen Z and millennials were raised in a media-saturated world, leading them to spend multiple hours online seeking instant gratification and engagement. Social media platforms such as **Instagram, Facebook, Snapchat, YouTube, TikTok, and Pinterest** are used daily by our 18 - 34-year-old audience.

Programmatic buying of banner and skyscraper ads throughout effective publisher websites will be essential to Gen Z and Millennial activation. These online ads will contain a call to action that will motivate our target audience to feel cold-fident in their laundry and in themselves.



**75%** of users reported that paid search advertising makes information retrieval easier.



**82%** of people say YouTube helps them expand their perspectives or ways of thinking.

### Connected TV - HULU, YouTube TV

By showcasing a diverse array of advertisements to viewers, Hulu ensures heightened engagement and encourages active and cold-fident viewing.

Hulu's ads are 73% more effective than those found on social media platforms, offering superior value for investment.



**118.7M** Connected TV users in 2025.

### Spin-fluencer Strategy.

People seek influencers who genuinely live the lifestyle they promote. That's why trust is key, and why our influencer strategy focuses on finding those **relatable** voices that resonate with 18-34-year-olds. The best way to get folks to try something new, like switching to cold water washing with Tide, is to have someone they trust show them how it's done.



**Fashion**



**Alix Earle**  
**Fashion and Beauty**  
Instagram: 3.5M  
TikTok: 6.5M



**Acquired Style**  
**Fashion and Beauty**  
TikTok: 839.3K



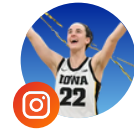
**edgyalbert**  
**Fashion**  
Instagram: 228K



**Sports**



**Joe Burrow**  
**NFL Quarterback**  
Instagram: 4.1M



**Caitlin Clark**  
**College Women's Basketball**  
Instagram: 1.1M



**Shedeur Sanders**  
**College Football**  
Instagram: 1.1M



**Lifestyle Hacks**



**Mama Jill**  
**"22 year old Mama"**  
TikTok: 2.1M



**Home Reimagined**  
**Cleaning Hacks**  
TikTok: 475.2K



**Hubs.life**  
**Lifestyle**  
TikTok: 422.8K

**Mega-Influencers**  
Awareness  
Feel Cold-fident in Laundry

**Macro-Influencers**  
Engagement and Awareness  
Feel Cold-fident in You

**Micro-Influencers**  
Brand Love  
Feel Cold-fident in Tide

**Nano-Influencers**  
Brand Connection  
Feel Cold-fident in Tide

### Ironing out the Strategy

Utilizing a combination of mega, micro, and macro influencers is crucial for maximizing engagement and trust among diverse audiences. Micro-influencers boast significantly higher engagement rates, boasting their ability to connect authentically with followers. Mega-influencers offer a broader reach but lower engagement rates. A range of influencers and mixed media ensures authenticity and credibility, especially for a well-known brand like Tide.

### Tide's Cold-fident Campus Ambassadors

Campus ambassadors are nano influencers on college campuses - one of the biggest traditions into adulthood. Students from the SEC, The Big 10, and The Big 12 will be hired as Tide Cold-fident Campus Ambassadors. In the program, the ambassadors will directly reach college students by producing social media content, tabling, and providing cold water wash information to students. While tabling, the ambassadors will provide supplies for college students to tie-dye, or **Tide-Dye**, a white T-shirt. Students will then take their Tide-Dye home and wash it in cold water, hopefully continuing the habit. **Fun Fact: tie-dye shirts MUST be washed in cold water to prevent colors from fading or blending.**



**Authentic, aesthetically imperfect** content that **resonates**, that **gets to the heart** of matters, is what's winning right now and what will be winning in the future.

**Parris Bowe**  
**Managing Director,**  
**EGAMI Group**



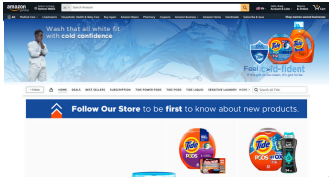
# Embrace the Cold.

## In-Store and Online Retail

To bring symmetry to Tide's large portfolio of products, the packaging of Tide will feature new iconography and text that informs the consumer of Tide's cold water capabilities. Each lid will now read **"Cold Activation Power."** Once a customer takes home a Tide product, the in-store informant now becomes an at-home reminder that laundry-doers will see each time they twist or pop the lid. Online, Tide will place a larger emphasis on the advanced formula that washes better in cold water.



The "Cold Certified" shield is the visual reminder of the advanced formulation



Package Redesign with cold cues

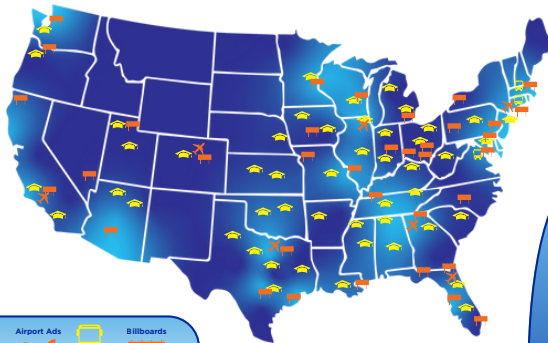
## OOH - Out-Of-Home

Gen Z and Millennials favor out-of-home advertising because they find it "relaxing" compared to digital ads that track them online.



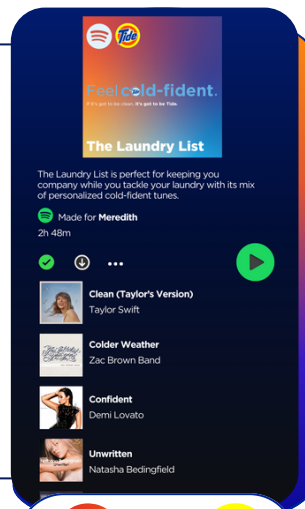
## Tide Activations

Billboard, airport, and bus advertisements are strategically located in cities with extensive public transportation, 18 to 35-year-olds, and even cities where people spend the most time doing laundry.



## The Laundry List

Like Spotify's Daylist Mix, Tide's Laundry List harnesses the prowess of AI to curate a personalized selection of tunes ideally suited to your taste. But there's a twist—25% of the playlist is dedicated to cold-related and laundry-themed songs, adding a quirky and thematic element to your laundry routine.



**Tide Partnerships** were selected for collaborative content due to their strong relevance among the target audience.

## The Cold-fident Kit

First-year college students in the SEC, Big 10, and Big 12 schools will receive **Cold-fident Kits** during the first month of college. These kits will include stickers, color-changing cups, a cold water wash information packet, a laundry hamper, and a variety of Tide products. This isn't just about laundry - it's about **easing the burden** of newfound responsibilities, ensuring that every student feels **supported** and **cold-fident** in their transition to a new life achievement.



Continue and expand brand partnerships that resonate with our target audience.



## The Cold Zone

Tide is bringing relief to music festival-goers with its innovative **Cold Zone** stations popping up at events across the country over the scorching summer months. Equipped with misting fans, chilled beverages, and comfortable seating, Tide's Cold Zones provide a much-needed respite, allowing festival and game attendees to recharge and stay cool amidst the excitement, keeping cold-fidence high.



50%

50% of all public transportation riders in the US are aged 18-34.

90%

90% of U.S. residents age 16 or older noticed some form of out-of-home advertising in the past month.

82%

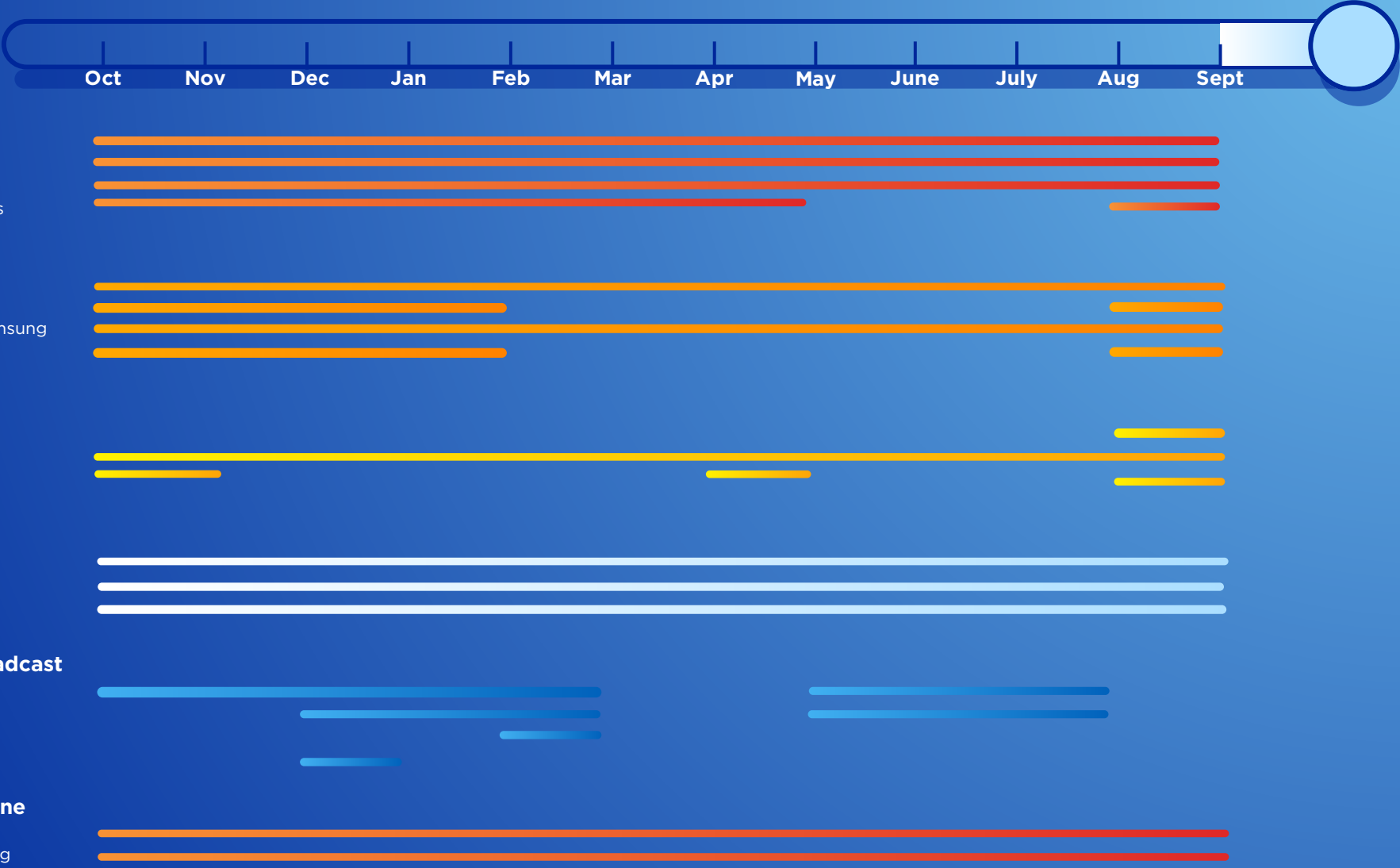
Among travelers who remember spotting a digital billboard, an impressive 82% recall that it was displaying an ad.

72%

72% of people consciously look at billboards when driving.



# Media Schedule



### Campaign Measurement

#### Feel Cold-fident in Laundry

**Evaluation Methods**  
We'll assess **reach, impressions,** and **engagement metrics** on social media, along with viewership and click-through rates for digital ads and sponsored content.

**Expected Results**  
We foresee heightened awareness of Tide's cold water capabilities, strengthening brand association with cold water washing, leading to increased engagement and positive sentiment among our target audience.

#### Feel Cold-fident in You

**Evaluation Methods**  
We'll track conversion metrics through website visits, guide downloads, and Tide Coldwater product purchases, supplemented by surveys to gauge audience confidence in cold water washing. **We will use software such as iTracker to track the success of the new CWW branding on Tide products and its success in stores.**

**Expected Results**  
We expect a noticeable uptick in cold water washing adoption, reflected in increased engagement with related content and a positive attitude shift toward this practice among our audience.

#### Feel Cold-fident in Tide

**Evaluation Methods**  
We'll conduct sentiment analysis on social media feedback, customer reviews, and brand perception surveys to gauge emotional connection and loyalty fostered by our campaign. **Our main KPI indicator is the Tide Habits and Practices Annual Survey, and we intend to grow the number of cold water washers by 15% in the year.**

**Expected Results**  
We anticipate a rise in positive sentiment and brand affinity, evident in increased mentions, favorable reviews, and heightened trust and loyalty among our audience.