

Love it
Longer.



aaf® national
student
advertising
competition
TEAM 652

Executive Summary

Laundry day has long been guided by habit, but with Tide's advancements, it's time to turn the tide on routine washing. Team 652's campaign invites the 18-35-year-old demographic to embrace cold water washing—not just as a choice but as a lifestyle, promising sustainability, savings, and superior care for clothes that tell a story. This shift aims to transform laundry from a mundane chore into an eco-conscious practice that's both rewarding and efficient.

Despite the skepticism surrounding cold water's effectiveness, Tide stands as a testament to innovation, ensuring powerful cleaning and unparalleled fabric care, all while conserving energy and cutting costs. For the 18-35 demographic, clothing is more than just fabric; each item is a repository of memories and personal expression. These individuals seek to preserve their favorite pieces longer while saving money—goals that align perfectly with Tide and cold water washing's combined benefits.

Our target audience—comprising "Hopefuls" and "Lifestylers"—shares a common need for clean, long-lasting clothes without the high costs. By educating these segments about the advancements in Tide detergent and the efficiency of cold water washing, we present a solution that meets their laundry needs and aligns with their values.

The "Love It Longer" campaign running from October 2024-September 2025 will position Tide as the leading laundry detergent brand for cold water washing. This initiative will enable our audience to keep their clothes cleaner, looking brighter, smelling fresher, and in better shape for years to come. Utilizing a multi-channel strategy that spans digital and immersive experiences, we aim to illustrate how Tide in cold water is the ultimate duo for protecting garments and finances alike.

By the end of the campaign, our Hopefuls and Lifestylers will recognize the manifold benefits of washing in cold with Tide. They'll understand that this approach is not only beneficial for their clothes and the planet but also for their wallets, allowing them to "Love It Longer."

Table of Contents

1

- 2 Competitive Advantage
- 3 Target Audience Segmentation
- 4 Insights
- 5 Brand Positioning Framework
- 6 The Big Idea
- 7 Creative Strategy
- 8 Media Strategy
- 9 Creative Execution
- 10 Media Plan + Budget
- 11 Campaign Evaluation
- 12 Sources

Campaign Objectives

Educating the new America

Raise awareness of Tide and convey its emphasis on cold water washing to encourage consumers to adopt more sustainable laundry practices while sharing how Tide is formulated to clean in cold water.

Turn to cold

Encourage consumers to use cold water while doing laundry to accomplish Tide's goal of 75% of loads being washed on cold by 2030 and increase consumer conversations surrounding cold water washing.

It's got to be Tide

Build brand loyalty by positioning Tide as the best performing laundry detergent formulated for cold water washing.

Competitive Landscape

2

MARKET SIZE + GROWTH

As a highly competitive market, the laundry detergent industry has both mature and young brands. The expanding market is largely a result of a growing population, increased urbanization, new product launches and changing consumer purchasing habits. It's projected to expand at a CAGR of 7.2% and be worth \$73 billion by 2028.¹

Procter & Gamble, the parent company of Tide, is the leading liquid laundry detergent manufacturer in the United States.² While Tide controls a significant portion of the laundry detergent market, the category is increasing.³ As the laundry detergent market grows, Tide retains a loyal customer base.⁴ Tide is one of the top purchased laundry detergent brands nationally and globally.⁴

MARKET TRENDS

In the aftermath of COVID, people are becoming more conscious of their cleaning habits and eliminating germs, resulting in a widespread increase of household purchases of cleaning products and laundry detergent.³ Even in the wake of mass vaccinations, people are still wanting to be extra cautious around germs in public and at home.³ This increased desire for cleanliness will lead to the laundry detergent industry being worth \$73 billion by 2028.¹ Laundry

In 2022, Tide made \$2.4 billion in sales, giving it a 39% share of the market.

- Market Share Reporter

detergent pods are also a hit with Gen Z due to their convenience and overall ease-of-use⁵. North America accounts for half of Procter & Gamble's sales (Tide's parent company).

333



Qualified survey responses in the 18-35 age range⁶

3



In-depth focus groups⁶

186



Informal one-on-one interviews⁶

19



In store checks and observations⁶

STRENGTHS

- + Strong brand image
- + Reputation for quality and effective cleaning
- + History of innovation
- + Available in all markets

WEAKNESSES

- + Price point is higher than similar products⁷
- + Being a more mature brand, Gen Z's perception of Tide can be harder to change
- + As a big player in the market, Gen Z might inherently distrust Tide

OPPORTUNITIES

- + Communicate the practical, emotional, and environmental benefits of cold-water washing with Tide
- + Gen Z is looking for products that meet their individual and altruistic needs

THREATS

- + Shifting consumer preferences for alternate detergent products
- + Concerns regarding the environmental impact of Tide's ingredients and packaging

HOPEFULS

What's in it for me?

18-24 year-olds are caught in a decision-heavy period of life. Choosing a college, major, career—even a partner!—weighs on their minds.

They're 45% more likely than the average person to feel like their life is slipping out of control⁸. Still, many of them aspire to make it to the top of their careers⁸ and achieve their dreams. These Hopefuls value convenience and low-effort solutions. They're concerned for the environment⁸, but think that living sustainably requires sacrificing more energy and money than they have. They'd be more motivated to make a difference...if there was **something in it for them**.⁶

LIFESTYLERS

I'm in if the cleaning power stays the same.

Juggling work, kids, and a personal life can feel like an Olympic sport for **25-35** year-olds.

They desire the validation that they're equal to, or ahead of their peers in life⁸, but it's hard to feel like a success⁸ when money doesn't go as far as it used to. Some of these individuals are Lifestylers who must work hard to attain their dream life—whether that's homesteading or building a rewarding career—and they value getting things done right the first time. They need the reassurance of consistency. When they pick a product off the shelf, they need to know that it'll **get the job done time after time**.⁶

VIBE CHECK: Here's what Lifestylers and Hopefuls think about cold water washing **right now**.

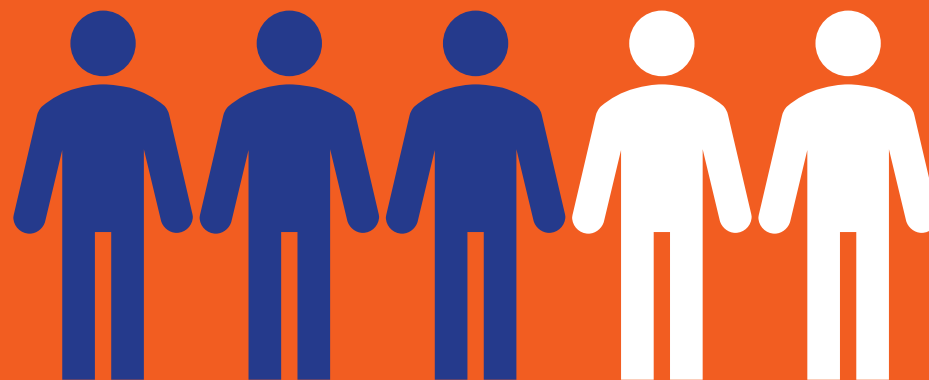
Both groups believe that cold washing is better for the environment:

57% & **63%**
of Hopefuls **of Lifestylers**

More Hopefuls believe it prolongs clothing life, while more Lifestylers believe it saves money.⁶

TAKEAWAY:

Hopefuls will benefit from knowing that using Tide in cold water saves money, while Lifestylers need reassurance that the duo prolongs clothing life.



Cold water washing isn't new; 3/5 of respondents are already doing it.⁶

Here's the disconnect:
**There's an intention-action gap
in Gen Z's purchasing decisions.**

92%

of respondents said
that they care about
the environment⁶

62%

said that it actually
influences their
purchasing decision⁶

They talk the talk, but don't walk the walk.

In our survey, we asked what's more important:
convenience or sustainability?

53%

say convenience⁶

47%

say sustainability⁶

**Here's how they ranked the importance of
detergent attributes from 1 to 4:**

1. Cleaning power (1.7)
2. Saves money (2.4)
3. Prolongs clothing life (2.6)
4. Good for the environment (3.2)⁶

CONSUMER INSIGHT

Young consumers only care about the environment **to an extent.**⁹
More than sustainability, what they crave in a detergent brand is
reliable results, a great price, and clothing protection.

PAIN POINTS

- + Hopefuls believe that heat is necessary to remove grime, stains, allergens, and bacteria from laundry, the same as it would with dishes or hand washing³.
- + Lifestylers lack awareness that advancements in Tide detergent provide better results in cold water than ever before.
- + The target audience mistakes hot water as a necessity for some laundry types, such as whites¹⁰.
- + Hopefuls are skeptical that any monetary benefits of washing in cold aren't worth the perceived lack of washing performance.



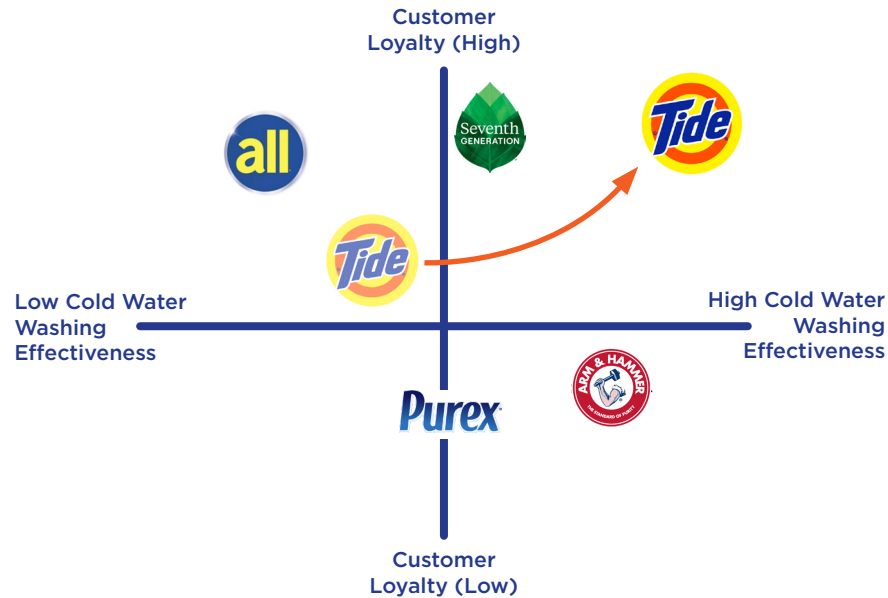
"I always assumed hot water was the better way of getting things clean. Hot water gets the germs off for hands, right? Why not clothes?"⁶



"Just be honest about what the product does. I don't want promises, I want results."⁶

Respondents crave a convenient, simple solution that just works.
No frills, no crazy promises, just a product they can trust to work
time after time after time.

PERCEPTUAL MAP



The clothing industry is shifting from fast fashion and one-time outfits to capsule wardrobes and vintage finds that consumers want to **wear and enjoy for years**.

Gen Z fashion curators often invest in high-quality clothes, especially in the active wear sector. They recognize that paying a premium up front will ensure they have a “forever” piece in their closet, **saving them from making repeated purchases in the future**.

Millennial parents realize the value in holding onto clothing to pass onto their kids. Whether it’s a sentimental dress from their own childhood, or something their older children wore, they want to pass these precious items down.

COMPETITIVE ADVANTAGE

Cold washing with Tide doesn’t just outperform the competition in getting the job done: it promises longer lasting clothes and utility bill relief. With consistent messaging spun from the right angle, consumer perceptions can be rewired to trust that Tide + Cold is the only right way to do laundry.

By examining the positioning of Tide and its competitors, we found five common aspects of detergent brand advertising, used uniquely by each brand. We discovered an opportunity for Tide to **lean into its greatest strength: performance**.

TIDE



ARM & HAMMER



ALL



PUREX



“I paid a lot for my Lululemon leggings, I need them to last forever.”⁶

Tide uniquely addresses these cultural needs: Tide cleans best in cold, economically keeping clothing clean and protected, wash after wash.

In a world where life changes quickly and unpredictably, there will always be one constant: Tide in cold lets you **love your clothes, your money, and your planet longer**.

That sweatshirt your dad gave you for your first college football game, now faded and softened with time. The blanket your dog can't sleep without, that's endured years of drooly snuggles and muddy paw prints. The stuffed bear your kid dragged around for years, that's seeing its fair share of love. Some things have a special quality, as if the love has been woven right into them. They're not simply clothes or objects—they're each their own scrapbook of memories. We can count on two simple things to preserve these treasures: cold water and Tide. With every cycle, every spin, swish, and rinse, Tide in cold water gently cares for your clothes like a guardian of our most cherished items. It does more than simply cleansing away dirt and stains. It protects the essence of what makes our favorite things our favorite. In a world that moves so quickly, living lives that feel so full, it is the preservation of these precious items that helps us stay grounded in our memories and look forward with hope. Washing with Tide in cold water is what allows us to...



Love it Longer.

BRAND PROMISE

Tide is the steadfast protector of not only cherished washables, but also of consumers' money, and the planet as a whole. With the Love it Longer campaign, Tide empowers consumers with the knowledge they need to extend the life of their clothing, save money, and nurture a more sustainable future. By embracing the simplicity and effectiveness of cold water washing with Tide, the brand promises to preserve the essence of what makes each garment significant, ensuring that every wash is a testament to Tide's commitment to quality, care, and longevity. Only Tide in cold water can give consumers the peace of mind they crave when doing their laundry.

CALL TO ACTION

Tide can't just give consumers the information about the benefits of cold water washing with the brand; it has to spur them to action. Every time they remember to turn that dial to cold, they build a habit of longevity, resourcefulness, and sustainability. Staying true to the brand and utilizing familiar messaging, the Love it Longer campaign will build upon the It's Got to be Tide tagline by synthesizing the two:

To love it longer, it's got to be



By leveraging the familiarity of the iconic "It's Got to be Tide" tagline, this new iteration motivates consumers to take action towards a better laundry routine with confidence in Tide's trusted brand promise.

TONE OF VOICE MESSAGING

Voice: Confident, hopeful, and optimistic.

Message: The Love it Longer campaign lends itself perfectly to Tide's existing brand voice. It inspires confidence in the consumer that washing in cold with Tide is the only way to consistently preserve their clothes while getting the job done. It gives them the hopeful reassurance that doing so saves them on their bills. And it carries forward the optimism that even the smallest decisions, like turning to cold, has a real impact on protecting our planet.

CHANNEL STRATEGY



The campaign will utilize Instagram's capacity for captivating imagery highlighting the emotional connection between consumers and their cherished clothing. Interactive polls and quizzes will engage followers to educate them about the benefits of cold water washing with Tide. Collaboration with relevant influencers will amplify reach and credibility among both Hopeful and Lifestyler audiences.



TikTok's dynamic community will be engaged with entertaining videos that showcase Tide's "Love it Longer" campaign in a relatable and shareable way. "Behind the scenes" videos could be particularly successful, with brand representatives or influencers showing how they use Tide in cold water to remove the toughest of stains, keep their newly thrifted sweater soft, or cut down their electricity bill. Utilizing popular trends, challenges, and music will captivate younger audiences, encourage UGC, and retain Tide's social relevance within the algorithm.



The campaign will develop visually compelling video content that educates consumers about the benefits of cold water washing with Tide. Product demonstrations, user testimonials, and how-to videos will showcase Tide's commitment to performance and clothing longevity. Optimizing content for search and discovery will attract users actively seeking information about laundry best practices.

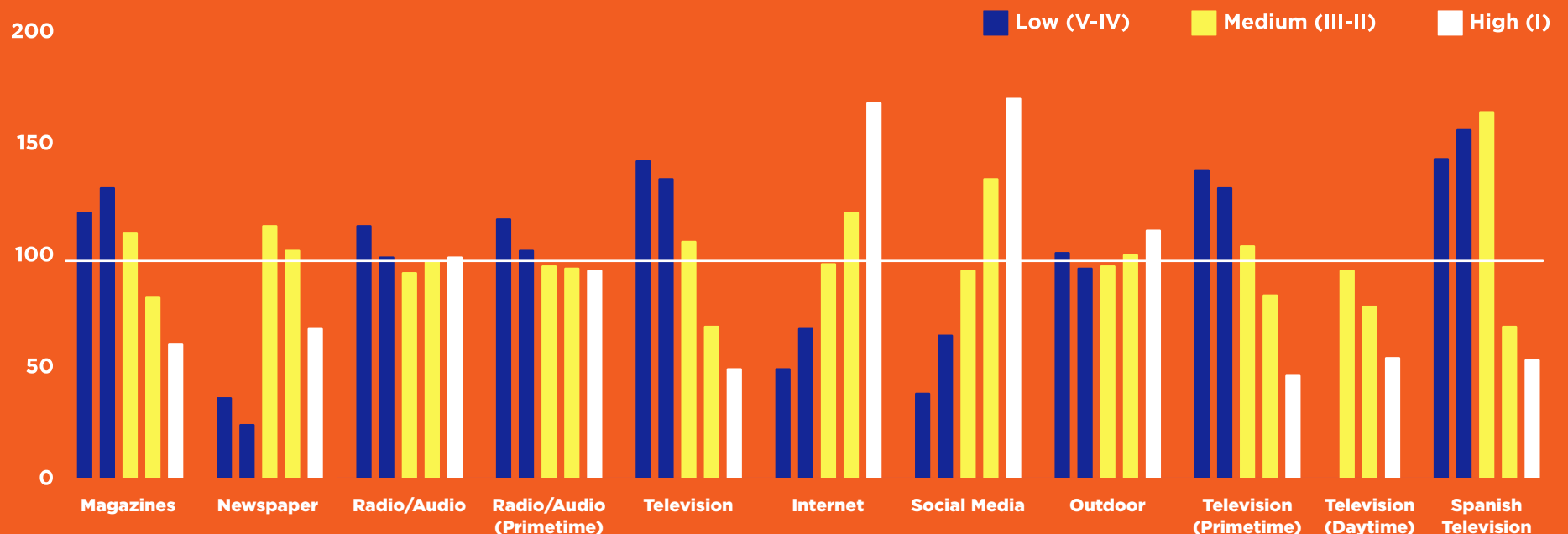
MEDIA OBJECTIVES

We will strategize our media based on the MRI Simmons' media consumption quintiles below. According to our research, younger generations are heavy users of the Internet and social media. The target audience as seen in the graph below doesn't watch as much television because of this. There are also opportunities to be reached on audio streaming platforms like Spotify and Soundcloud and through out-of-home advertisements like billboards. We will concentrate our advertising spending on the top DMAs for young people, like New York and Los Angeles. We will do targeted buying of ad-space across several social media, website, streaming and outdoor platforms to maximize the reach and exposure of our campaign. Young people have a noticeably lower consumption of television, magazines, and newspapers, so these will not be the focal points of our media strategy.

TOP DMA'S



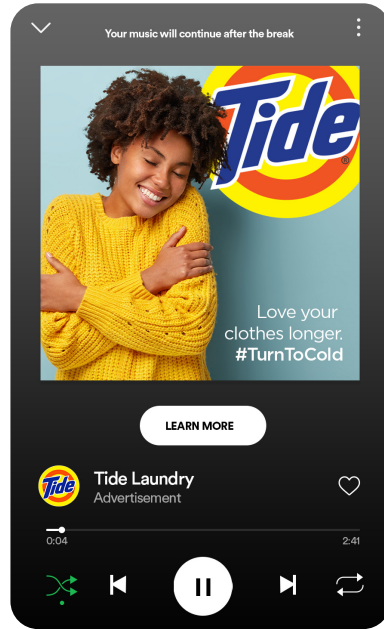
MEDIA CONSUMPTION QUINTILES



PRINT POSTER ADS



STREAMING MUSIC AD



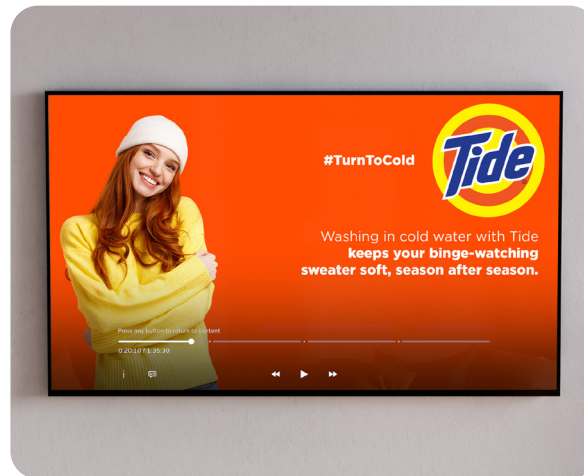
POP-UP ACTIVATION



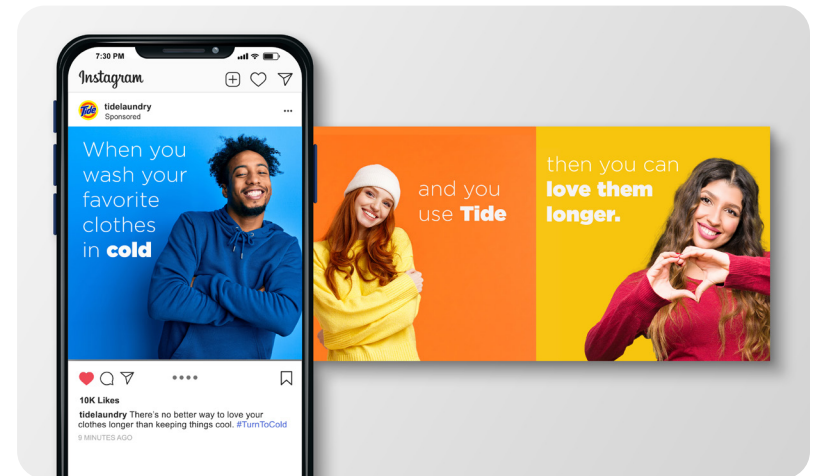
STORE FLOOR DECAL



STREAMING TV PAUSE SCREEN AD



SOCIAL ADS



Media Plan + Budget

10

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Budget	Paid Impressions	
Social Media															
Instagram	Sponsored Video			Influencer Partnerships			Sponsored Photo Carousel			Sponsored Story			\$6,000,000	1.225B	
TikTok	Sponsored Video						Influencer Partnerships						\$6,000,000	500M	
Snapchat	Influencer Partnerships						Sponsored Video						\$6,000,000	900M	
X (Formerly Twitter)	Promoted Video						Promoted Post						\$1,200,000	6M	
Streaming															
Netflix	Promotional Video												\$1,800,000	32.7M	
Hulu									Promotional Video				\$1,200,000	20.8M	
YouTube	Promotional Video												\$3,600,000	144M	
Disney+	Promotional Video												\$1,200,000	30M	
Peacock						Pause-Ad Banner						\$1,200,000	28.6M		
OOH															
Billboard						LA	Dallas	Atlanta	SF	Boston	Chicago			\$600,000	13.6M
Subway Takeover	New York Subway												\$5,000,000	166.7M	
Supermarket Floor	Walmart						Walmart						\$1,000,000	500M	
Bus Wraps	Atlanta			SF	D.C.	LA	Chicago	Philly				Dallas	\$3,500,000	31.5M	
Taxi Double-Sided Top				NYC	Philly	Chicago	Boston	D.C.					\$120,000	25M	
AMC Theater Preview Commercials	All 9 DMA's					All 9 DMA's							\$450,000	9M	
Laundromat Activation Space	(NYC, Chi, D.C., Bos, LA, SF) 20 locations per city for 6 months												\$60,000	18.9M	
Laundromat Activation Print							(NYC, Chi, D.C., Bos, LA, SF) 20 locations per city for 6 months						\$30,000	18.9M	
Radio/Audio															
Spotify	Audio												\$4,800,000	282.4M	
Soundcloud	Audio												\$900,000	180M	
Amazon Music							Audio						\$840,000	56M	
Internet															
Programmatic	Programmatic												\$2,400,000	480M	
Amazon	728x90 Banner												\$1,500,000	125M	
Paid Search	Paid Search												\$2,400,000	62.5M	
ESPN	728x90 Banner												\$1,000,000	66.7M	
BuzzFeed							728x90 Banner						\$750,000	50M	
New York Times									300x600 Banner				\$750,000	34.1M	
Operational Cost															
Research	Research												\$250,000		
Production	Production												\$1,000,000		
Contingency Spending	Contingency Spending												\$5,000,000		

Total Budget: \$60,550,000
Total Impressions: 5,007,334,734

INTRODUCTION

The "Love It Longer" campaign is crafted to bolster Tide's commitment to environmental sustainability and to deepen brand affinity within the younger demographic, specifically targeting the 18-35 age group in the U.S. This initiative not only aims to encourage a shift towards cold water washing but also to kindle a lasting relationship between consumers and the Tide brand. Our comprehensive evaluation framework is designed to ensure this strategy's effectiveness, measuring progress towards:

PRIMARY OBJECTIVE

Foster a significant increase in cold water washing, aiming for 75% of laundry loads to be washed in cold by 2030, thus extending the love and care for clothing and the planet.

SECONDARY OBJECTIVE

Strengthen brand love by embodying Tide's ethos of "Inspiring hope and optimism through the certainty of clean," focusing on engaging the environmentally conscious and forward thinking demographic of 18-35-year-olds.

CAMPAIGN EVALUATION FRAMEWORK

A) Attributable Growth and Conversion to Cold Water Washing

Pre/Post-Campaign Surveys: Tailored to gauge the "Love It Longer" campaign's influence, these surveys will assess the shift in consumer behavior towards cold water washing among our identified personas: HOPEFULS and LIFESTYLERS. This will provide clear insights into the campaign's direct impact.

Media Analytics and Engagement Tracking: Using Brandwatch and other analytics tools, we'll track the spread and engagement of the campaign's core message, monitoring hashtag performance (#LoveItLonger, #TurnToCold) to capture audience engagement and sentiment.

Utility Bill Data Analysis: Review utility bills in targeted regions to indirectly measure an uptick in cold water washing, attributing behavioral changes to the campaign's effectiveness.

Digital Conversion Tracking: Analyze conversions from digital platforms to the Tide cold water washing dedicated web pages, assessing how effectively the campaign motivates consumer action towards sustainability.

B) Building Brand Love and Enhancing Perception

Benchmarking and Social Listening: Pre- and post-campaign analyses through Brandwatch will quantify enhancements in brand preference and its association with sustainability, cleanliness, and reliability, reflecting the campaign's ability to lift Tide's brand perception among young adults.

Focus Groups and Partnership Assessments: Engage with our target demographic via focus groups and explore partnerships with eco-conscious organizations and community laundries to gather qualitative insights on Tide's sustainability image and message penetration.

Sentiment Analysis and NPS Tracking: Evaluate changes in public sentiment and brand advocacy by tracking Net Promoter Scores and analyzing discussions around key themes related to the campaign, ensuring the "Love It Longer" message resonates and aligns with Tide's mission.

Implementation and Continuous Optimization Real-Time Data Collection and Analysis: A dynamic, real-time approach to data collection across all touchpoints will ensure an in-depth understanding of the campaign's performance and audience response.

Adaptive Strategy Adjustments: Continuous evaluation and feedback loops will allow for agile adjustments to campaign tactics, ensuring the "Love It Longer" message not only reaches its intended audience but also inspires the desired change in behavior and perception.

1. Industry Research Co – Worldwide Market Research Report, Analysis & Consulting. (n.d.). <https://www.industryresearch.co/enquiry/request-sample/22378211>
2. Leading Laundry Detergent Brands (Liquid), 2022. (2024). In V. L. Burton, III (Ed.), Market Share Reporter (34th ed.). Gale. <https://link.gale.com/apps/doc/CZHLWU889062138/GDL?u=norm94900&sid=bookmark-GDL&xid=bdf077b5>
3. Laundry Detergent Market Size, Share, Trend | Forecast by 2030. (n.d.). Allied Market Research. <https://www.alliedmarketresearch.com/laundry-detergent-market-A09401>
4. America's Beloved Laundry Detergent Brand. (n.d.). Tide. <https://tide.com/en-us/our-commitment/americas-number-one-detergent/voted-best-detergent>
5. Flamer, K. (2024, January 5). Best and Worst Laundry Detergents of 2024. Consumer Reports. <https://www.consumerreports.org/appliances/laundry-detergents/best-and-worst-laundry-detergents-from-consumer-reports-tests-a9342715268/>
6. NSAC Team 652. (2024, February). Focus group discussions on Tide cold-water campaign primary research. Unpublished primary research conducted by NSAC Team 652.
7. Palermo, A. (2024, January 5). All vs. Tide: Which Detergent Performs Better? Prudent Reviews. <https://prudentreviews.com/all-vs-tide/>
8. MRI Simmons. (n.d.). MRI Simmons. <https://www.mrisimmons.com/>
9. S. H. (2019, March 21). An inside look at how Gen Z students shop for household essentials. Gen Z Insights. <https://www.genzinsights.com/an-inside-look-at-how-gen-z-students-shop-for-household-essentials>
10. Porter, J. (2023, May 24). From idea to innovation: Tide North America's sustainability story. GreenBiz. <https://www.greenbiz.com/article/idea-innovation-tide-north-americas-sustainability-story>