

CASE 8-2

To introduce its new Downy Wrinkle Releaser, Proctor & Gamble developed a program involving college students in their campus laundry rooms. Exhibits 8-2a and 8-2b are news releases used in the program.

Downy Wrinkle Releaser Launch Program:
"Wrinkle Free Laundry Week"

Procter & Gamble with Manning, Selvage & Lee New York

Overview

Our challenge was to launch Procter & Gamble's new Downy Wrinkle Releaser (DWR), a spray-on product that removes wrinkles from clothes without ironing. To use DWR, you spray it on a garment, tug and smooth the garment with your hands, and allow it to dry—voila, the wrinkles are gone. Because this procedure is completely different from the typical ironing routine, one of our key challenges was to create a new consumer habit. Ensuring that people understood and adapted to this new habit also would be essential for the overall success of DWR; thus, any program that we developed would need an educational demonstration as its foundation and a group of core consumers to become evangelists for the product to help diffuse its messages. This entry focuses on our efforts to reach college students.

Research

Strong product results on casual clothes would mean that college students are a perfect target audience. College students do a large amount of laundry, but have not yet fully developed their clothing care regimen. To learn more about the college audience's lifestyle, clothing care habits, and influencers, as well as how they pass information and learn about new products, we used MRI and Simmons data and worked with sister agency Media Vest Research to conduct proprietary focus group research. Participants were likely to try a new product with little or no encouragement, and thus were known as early adopters. We discovered that early adopter college students have several things in common: they are viewed as leaders; have a broad and active social network; seek

information and share it with others; value personal appearance; and believe that clothes can describe who you are and give you confidence. We dubbed them "instant messengers" (IMs).

IMs change their clothes several times a day and do not have time for laundry or ironing, but they "hate wrinkles" and still defer to their mothers for clothing advice. IMs are inherently skeptical and do not believe product claims unless a friend or family member tells them about it or they see it for themselves. However, once someone they trust recommends the product, the IMs will try it and share it with their friends and family. In terms of potential word of mouth and information-sharing opportunities, we learned that IMs are constantly on the Internet and check email throughout the day. For events that are important to them, IMs read their campus paper.

Planning

Product research indicated that demonstrations and direct consumer education would be important elements for success. Unique to college students is the fact that their laundry is done in a communal environment, making campus laundry rooms a perfect setting to introduce DWR and get the buzz going. Because college students are newly out of the nest and still defer to their mothers about clothing care, we utilized "Mom"-like demonstrators in the program who would instill a comfort level with using DWR. A Web-based program component capitalized on their Internet use as a main source for information and communication between their friends and family.

With research as our foundation, we developed a three-part strategy: reach college students' influencers, conduct experiential marketing where they are most receptive to DWR messages, and provide them with currency to pass information to friends via the Internet and word of mouth. The budget for this outreach was \$350,000 (Downy provided the cost of demonstrators from a separate budget).

Objectives: Specific goals were outlined for each objective and are detailed in the Evaluation section.

- Identify more than 100 potential early adopters on college campuses
- Provide early adopters on college campuses with an educational product experience
- Generate positive word of mouth on college campuses and encourage purchase intent
- Build a relationship with students that exists beyond the laundry room demonstrations by driving them to the Downy Wrinkle Releaser Web site, www.spraytugsmooth.com

Execution

Influencer outreach: Based on the beta testing concept of sending out a sneak preview of software products and asking for feedback, we provided DWR to a select group of early adopters on college campuses. Each DWR kit consisted of a custom-made box designed with a wrinkled T-shirt motif and the message, "Because mom doesn't do your laundry any more," highlighting a common problem. The solution was delivered inside the box via a targeted letter and press materials, a product sample, a demonstration video, and a wrinkled T-shirt meant to encourage the recipient to try DWR immediately. A product feedback card was enclosed with space for the recipient to include the name and address of a friend he or she would like to have us send DWR, and recipients were advised that a charity donation would be made if the card was returned. Five percent of recipients returned the feedback card, 10 percent of respondents were pleased with the product, and 50 percent passed on a friend's name to send DWR.

The influencer kits were sent out to coincide with the start of the 2000 fall semester. Student feedback from the influencer kit mailing enabled us to have a real gauge of students' attitudes toward DWR. At the same time students received the kits, we were negotiating with college administrations to provide Wrinkle Free Laundry Week.

Wrinkle-Free Laundry Week: A five-day program in which "Mom"-like demonstrators went to college laundry facilities to educate students about the dos and don'ts of laundry care, including DWR, while providing college students free use of laundry machines. WFLW was conducted on twenty-four college campuses in sixty-six dorms at eighty-three laundry facilities during the fall semester, reaching more than 100,000 students with DWR messages. Activities on each campus occurred over a three-week period, with the first two weeks consisting of pre-promotion leading up to the five-day event. We infiltrated the campuses through a guerilla and viral marketing campaign with targeted messages that appealed to students' clothing beliefs and their deference to mothers. To aid in the execution of this program, we partnered with Student Advantage, a college marketing company, to help us obtain permission from the colleges as well as to hire IMs on each campus to be our arms and legs. By hiring on-campus IM representatives, we were able to reach other students on a peer-to-peer level. During the pre-promotion, IMs blanketed the campuses with magnets and posters in areas such as laundry rooms, computer labs, dorm community boards, and student unions, as well as on phone booths, bus stations, and so forth. IMs handed out flyers and T-shirts, hung doorhangers, sent emails, and chalked sidewalks just prior to WFLW. During WFLW, demonstrators were stationed in campus laundry rooms during peak laundry hours to provide free use of laundry machines, conduct demonstrations, and offer students the opportunity to try DWR themselves.

Plead Your Case for a Case Contest: To drive Web site traffic and measure how word of mouth spread on and off WFLW campuses, we developed a weekly contest that gave away a case of DWR to the student who in fifty words or less best explained why he or she needed a case of the product and how he or she would use it. We provided students with lanyards imprinted with the Web site address so that they could remember the Web site name. More than 560 entries were received, and 10 percent of these entries were from non-WFLW campuses.

Campus media: To generate additional awareness, we targeted college newspapers, television, and radio stations. Radio stations were offered a free case of DWR to conduct their own "Plead Your Case for a Case" contest.

Evaluation

The campaign was hugely successful, and all of the objectives were met or exceeded. Results were measured through awareness surveys, consumer feedback cards, Web site traffic, and participation in WFLW.

Objective: Identify more than 100 potential early adopters on campus.

Result: 142 early adopters were identified and sent influencer kits; 5 percent returned feedback cards; 100 percent were pleased with the results and would recommend to friends; and 50 percent passed on a friend's name for the friend to be sent a kit.

Objective: Provide a broad number of college students with education about DWR, with 25 percent participation.

Result: WFLW reached more than 100,000 students on twenty-four campuses; 41,000 spoke with "Mom-like" demonstrators; 31,420 participated in a demonstration (77 percent); 75 percent had a favorable response to the product; and 15,044 students tried DWR on their clothes in the presence of a demonstrator.

Objective: Drive positive word of mouth among college students and encourage purchase intent.

Result: Students lined up outside laundry rooms to wait for demonstrators to arrive; 50 percent of the students who took part in free laundry referenced a poster, flyer, magnet, or email as the reason they knew about WFLW; one in ten students who visited the laundry rooms returned with a friend; WFLW campuses are 23 percent more likely to definitely or probably buy DWR; and WFLW campus awareness of DWR is at 61 percent versus the 20 percent national average.

Objective: Build relationships with students that exist beyond the laundry room demonstrations by driving them to the DWR Web site, www.spraytugsmooth.com.

Result: Spraytugsmooth.com had 701,178 hits since its September launch; with diffusion activities being the only initial driver to the Web site, the site had 11,959 unique visitors and 207,477 hits in September

alone; distribution of the lanyards increased hits and unique visitors over 50 percent; site traffic peaked Sunday through Thursday during WFLW demonstrations; and over 560 students visited the "Plead Your Case for a Case" section of the Web site, with nearly half signing up to plead their case.

Exhibit 8-2a

News Release

FOR IMMEDIATE RELEASE

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FREE LAUNDRY IS COMING TO A COLLEGE CAMPUS NEAR YOU
- Downy Wrinkle Releaser Announces "Wrinkle Free Laundry Week" Program -

CINCINNATI, September 21, 2000 -- Have you ever turned your whites, pink? Ever wondered why there are so many different temperatures to choose from on your laundry machine or discovered your missing shirt in a crumpled ball with no idea how to remove that many wrinkles? For all of the laundry challenged college students who have found themselves in these situations, Wrinkle Free Laundry Week is the perfect opportunity to learn the do's and don'ts of caring for your clothes *and* do your laundry for free.

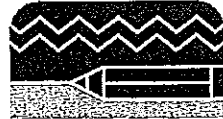
Wrinkle Free Laundry Week will provide students on thirty campuses across the country with free laundry and clothing care information for one week between September and December 2000. Clothing care experts will be stationed in laundry rooms on participating college campuses and at select College Park facilities to provide students with laundry advice and free laundry care products.

"Nothing is more frustrating than ruining your favorite shirt because of improper laundering," says Kristin Schmidt, Assistant Brand Manager Downy Wrinkle Releaser. "Through Wrinkle Free Laundry Week college students can learn the proper way to do their laundry and be some of the first people to try some of the latest laundry products, including Downy Wrinkle Releaser."

To see if your school is participating in Wrinkle Free Laundry Week or if you would like more information about the event visit www.spraytugsmooth.com. Information can also be found at this site if you are interested in having Wrinkle Free Laundry Week come to your campus.

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latest news release

Removing Wrinkles from Clothes Just Got Easier

Downy Wrinkle Releaser Offers Consumers Wrinkle Freedom

CINCINNATI, September 6, 2000 - Removing wrinkles from your clothes just got easier. Introducing Downy Wrinkle Releaser*, a simpler, more convenient way to remove wrinkles. Downy Wrinkle Releaser is the first spray available in the Fabric Care aisle that improves how fabrics look by removing wrinkles anytime, anywhere without ironing.

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*Wrinkles can happen anywhere. Whether they occur in the kitchen while getting your children ready for school or in a cramped closet, they are a source of daily frustration, explains Keith Riddiford, Brand Manager for North American Downy. "With Downy Wrinkle Releaser, we are creating a new category in the Fabric Care aisle and filling a void in clothing care by offering people a simple way to remove wrinkles anytime, anywhere, without the use of an iron."

It's So Easy... Downy Wrinkle Releaser is easy to use and works by relaxing and smoothing fabrics to remove wrinkles without an iron, leaving garments with a casual look -- perfect for many of the clothes you love to wear. Simply spray Downy Wrinkle Releaser using a sweeping motion on a garment until it is slightly damp. Then tug and smooth away wrinkles with your hands, let the garment dry and you're ready to go. Downy Wrinkle Releaser begins to work once the product is sprayed on fabric, and continues to work throughout the tugging and smoothing process until the item dries.

- more - REMOVING WRINKLES FROM CLOTHES JUST GOT EASIER/PAGE 2

Anytime. Anywhere Downy Wrinkle Releaser is convenient and versatile, enabling it to be used on a variety of fabrics and virtually all types of garments that are normally laundered or dry cleaned. From children's clothes and school uniforms to casual garments like knit separates, polo shirts, khakis and jeans, the more consumers use Downy Wrinkle Releaser, the more uses they find for it. Downy Wrinkle Releaser also works great on awkwardly shaped home fabrics such as slipcovers and curtains, and it can be used with an iron for a crisp, pressed look.

Availability/Pricing Downy Wrinkle Releaser will be available nationwide starting September 2000. Available in three sizes: 500 ml, 1 liter, and a 1 liter x 1 liter bundle pack version. Downy Wrinkle Releaser is sold in two different scents: Light Freshness and Vibrant Freshness for those seeking more scent.

Downy Wrinkle Releaser can be found in the laundry aisle of

leading supermarkets, drug store chains, mass merchandisers, club stores and convenience stores. Although Procter & Gamble does not set retail prices, Downy Wrinkle Releaser is expected to retail for about \$3.99 for 500 ml, \$8.99 for the 1 liter and \$11.99 for the 1 liter x 1 liter bundle pack.

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For more information about Downy Wrinkle Releaser, please visit www.spraytugsmooth.com.

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