

aaf® **national student advertising competition**

**Presented by 2023-2024
Competition Partner**



team 340

Executive Summary

The Ask

As Tide's trusted agency, we're embarking on a journey to drive innovation and sustainability forward. By 2030, Agency 340 aims to convert 75% of laundry loads to cold water washing and reduce our environmental impact while maintaining Tide's position as the #1 trusted detergent brand. A multi-touchpoint campaign was crafted to focus on inspiring younger generations to embrace and ultimately switch to cold water washing.

Campaign Objectives

Primary: Attributable growth of loads to cold. Increased conversion to cold (75% of loads washed on cold by 2030).

Secondary: Build brand love by supporting Tide's overarching brand objective – “inspire the hope and optimism that comes from the certainty of clean” – specifically targeting 18-35 YO's in the U.S., increased brand consideration, preference, and sentiment.

Convince consumers that cold is worth it.

The goal of our campaign is to inspire consumers to change their habits by convincing them that cold water washing will simplify the task of doing laundry.

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Research Journey

1,037
Research
Hours

628
Survey
Responses

56
Interviews

18
Concept Tests

6
Focus
Groups

Methods

1,037 hours of primary and secondary research led to a holistic understanding of the campaign and how to most effectively change young people's behaviors regarding their laundry practices. We conducted secondary research to fully understand the brand, its historical marketing efforts, the industry and their competitors, the audience and their media habits. The goal of our secondary research was to set up the foundation to launch our primary research on consumer behavior; 56 in-depth interviews were conducted to gain deeper insights and fill in the gaps our secondary findings presented.

Qualitative Research (Interviews)

Interview results were analyzed in two ways. The quantitative approach was used to discover common trends among all interviewees, and the qualitative approach was used to analyze interpretations for our campaign based on the interviewees' insights.

Quantitative Research (Survey)

Survey questions were shaped based on information discovered in interviews and questions that were yet to be answered. The questions were sectioned into: market survey, customer experience in laundry, cold-water washing and sustainability practice, brand perception, and customer media habits. In three weeks, 628 survey responses were collected.

Research Summary & Findings

Our research efforts explored the laundry detergent industry in general and cold water washing practices in particular. Agency 340 dove deep into Tide's revolution in cold water washing and how their products are uniquely formulated to work best in cold water ¹. With Tide's leading market share (14%) ² and their place as the #1 selling laundry detergent in the U.S., they obviously have strong credibility among consumers. 95% of interviewees recalled Tide as the first detergent brand that they thought of. However, consumers are still hesitant to adopt Tide's suggestions. Only "38% of laundry loads globally were done in cold water," with only "7% of white laundry loads being done in cold water, compared with 22% for lights and 57% for darks." ³ This is due to:

Cold Washing Perception

- 1 The deep-rooted perception that **only hot water can kill germs** ⁴ and can **effectively clean light colored clothes**. Post-awareness on the benefits of cold water washing, some interviewees showed willingness to change to cold due to environmental benefits and potential savings. However, there were reservations, especially concerning washing white clothes or towels in cold water.

"No. I've always used warm, it's what I'm used to doing and I'm going to stick with it."

- Alexa, 32 years old

"Something about washing whites on cold scares me."

- Isabelle, 28 years old

"I'm willing to change, but not for towels, there's a lot of germs so hot water for that still."

- Will, 19 years old

- 2 The lack of awareness on the relationship between washing temperature and its impact on garment life ¹⁸.

"It's weird that I never knew cold water can make my clothes last longer."

- Luke, 21 years old

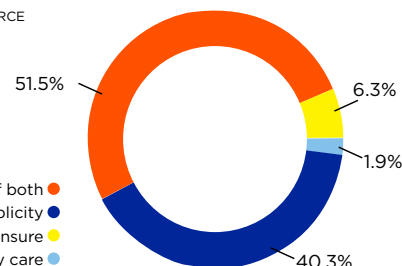
- 3 Consumers' perception of corporate's green initiatives as mere greenwashing⁵: **Only 1.9% of surveyed respondents believe Tide genuinely cares about the social causes they promote in CSR ads.**

"I mean, I doubt that some celebrities starring in that commercial are going to follow through with washing with cold water. If anything it's another advertisement I'd skip."

- Courtney, 30 years old

FROM PRIMARY SOURCE
(628 SURVEY RESPONSES)

A mix of both
They do it for publicity
Unsure
They genuinely care



Lack of Actions in Sustainability

- 1 **"I mean I'm eco-conscious, but I don't think of it when choosing basic daily products like detergents."**
- Matthew, 20 years old
- 2 Gen Z shows a strong inclination toward environmental sustainability, tending to be more eco-conscious and seeing sustainability as a broader human issue, but it's often not the primary factor when considering mundane products like detergents ⁶. Our survey also shows that people are aware of being sustainable, and may even say they are, but don't take action.
- 3 52.2% of surveyed respondents claimed that inconvenience is their barrier prevent them from adopting a more environmentally-friendly habits.
- 4 38% of survey responses are likely to start washing in cold after being told all of its environmental benefits

Social Influence

- 1 Our audience's laundry practices are heavily influenced by their families and friends; their behaviors are usually changed because of personal recommendations from acquaintances ⁷. This means Tide would need to create a strong conversation-starting marketing campaign that can generate buzz through word of mouth.

"I learned from my mom at our house in China. I started doing my own laundry at 10."

- Joshua, 18 years old

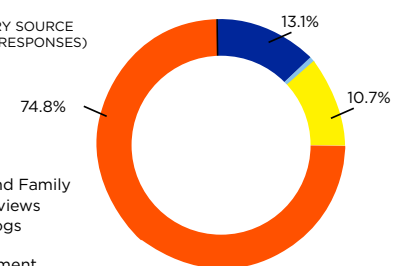
"I wouldn't say I'm loyal to washing in hot water but because my parents use it and they are pretty smart so I'm not questioning their decision."

- Anthony, 22 years old

- 2 74.8% of surveyed respondents said they would trust their friends and family most for household practices recommendations.

FROM PRIMARY SOURCE
(628 SURVEY RESPONSES)

Friends and Family
Online Reviews
Expert blogs or articles
Advertisement





Target Audience Segmentation

These two audience segments are the most likely to change their laundry habits. They are young, they are aware of the environment, they are still open to change, and they just need some motivation.

Meet Sasha | Exploratory Young Adults

Meet Dylan | Established Young Adults

Description

Discovering the world; nothing too settled yet. They value authenticity ⁸, effectiveness, and affordability. Gen Z's common pain points are that doing laundry is tedious and restraining ⁹.

Priority

Get it done. Busy with college, their careers, and often restrained by the availability of laundry facilities in their living situations, they want to get their laundry done as fast and as effectively as possible.

Headache

Laundry can be overwhelming. Many members of this audience are still in the process of learning how to do their own laundry ¹⁹. They wish for a reliable and convenient solution that will help them streamline the process without sacrificing the quality of their clothes.

Persona

Sasha is a college student with low income and parents' support. She lives in a dorm in a college town where washing machines are not in-unit, so she holds off on doing laundry until she absolutely has to. She has a low attention span and is easily distracted, and she thinks the process of doing laundry can be tedious. She's concerned with time restraints, as the laundry process can take up a big chunk of her busy schedule. She also finds taking care of different categories of clothes to be very burdensome. She supports sustainability, but ironically, it does not affect her personal spending habits.

Established, ambitious in life and have more stable jobs. They value ease, affordability, and recognition ¹⁰. They are likely to trusting influencers and personal recommendations over ads ⁷.

Keeping their clothes clean and in the best quality, because laundry is a personal reflection of how they present themselves and their family ¹¹.

The time and effort that it takes to sort their clothes by color, make sure delicates are taken care of, use the right products, and follow the individual instructions for special items, all while tackling odors and stains ¹².

Dylan is a 28-year-old individual who is career-focused and enjoys living the free life. He focuses on his own development and is easily convinced if it benefits him. He is a very clean person who participates in community activities and generates word of mouth for his positive behavior. While doing laundry, he chooses the environmentally friendly option as long as it can benefit him. His pain point is that he doesn't spend much time at home, uses a variety of detergents to properly clean his clothes, and wishes there were easier ways to make an impact on the environment.

Media Habits From Our Survey Findings

- Our survey indicates that **video reviews and tutorials** were the highest rated result in our survey that could **lead to influencing a person's daily behavior**.
- Consumers spend most of their time on **TikTok/Instagram**.
- Our target audience is active on video-forward media platforms and thinks about **video first** with social media content (10-30 sec and 1-3 min video).
- **65.7%** of people said that seeing an ad online has changed their behavior or made them try something new.
- The top two media platforms people spend the most time on are **#1 Social Media and #2 Streaming Services**.

Pain Points

Across these findings, these pain points thoroughly detail the **importance of consumer trust, product reliability and credibility of environmental claims**. They reflect a common theme of skepticism toward Tide's assertions.

1. Doubts about the reliability or **credibility of big corporate giants** presenting themselves as ecological and sustainable.
2. Those with established laundry habits have doubts about the reliability or credibility of **the claim that cold water can effectively remove tough stains**.

Insights

A significant amount of insights and pain points were discovered across primary and secondary research. The most important points were pulled by contextualizing the survey and interview findings with support from the secondary research findings. This approach led Agency 340 to the Foundational Truth, the Product Truths, and the Human Truths.

Foundational Truth

Fact: “When measuring actual behavior change, the study showed that people valued both facts and practical advice. Almost 70% of people shown ‘pragmatic’ content tried something new to reduce their plastic or food waste after watching, as did 61% who watched the ‘optimistic’ content” ¹³.

The Truth: Our audience wants to see the facts behind the message. Presenting the science behind cold water washing may have a stronger impact than just the promise of saving the planet alone.

Product Truths

1. Tide products are formulated to clean effectively in cold water.
2. Washing in cold saves up to 90% of the energy in every wash cycle (vs. not washing in cold), just like turning off the lights.
3. Brand weakness: Only 2.6% of responders think that Tide genuinely cares about being sustainable.

Human Truths

1. Consumers are either unaware or don't trust the benefits of cold water washing, especially with towels and sheets.
2. They believe in environmental benefits but not laundry benefits.
3. Both younger and older participants mentioned being influenced by family habits and traditions (in purchasing decisions and how they do laundry).

Golden Insights

Our Golden Insights are where the Product Truth converges with the Human Truth:

1. How can we teach our consumers **who are still actively learning** how to do their own laundry that **washing in cold is the most effective and environmentally friendly method**, **despite what their parents may have taught them?**
2. How can we show consumers that **Tide is formulated to effectively clean in cold** to help ease their **worry that cold does not clean** well enough on its own?

Strategy Testing

From the Golden Insights, two different strategies were created:

1. Our campaign will educate consumers of cold water washing by triggering their personal morale of **doing good for themselves and the environment**.
2. As the number one trusted brand, we will assure our audience that cold water washing will **improve the task of doing laundry** by showing the convenience it provides to the consumer.

Concept 1:
Care for Your
Clothes, Care for
the Earth with Cold
Water Washing.

Concept 2:
Reduce Time and
Stress Through
Cold Water
Washing.

In order to most accurately develop the campaign, Agency 340 tested both strategies with the target audience. Two different concept boards were developed for each of the strategies and presented with the reasoning behind each one. Participants were then asked a series of questions for each concept to gather their thoughts.

Concept 1

Concept 1 scored higher on memorability because of its environmental approach. However, members of the focus group found parts of this concept confusing. Most of them had negative impressions with the concept because they felt guilty and too overwhelmed with all the environmental facts. Additionally, some members expressed concerns with this concept based on the skepticism when it comes to cold water washing's effect on the environment and Tide's interest in the environment.

"Using the environment to try to change my decision wouldn't work because I would get too overwhelmed."

- Focus Group Participant

"Reading it off, it seems very negative, kinda like doomsday, like the world is gonna end if you don't do your laundry like this. And the insertion of the Tide brand [makes it worse, saying], 'oh the world is gonna end but [you can] use Tide's cold wash formula [to save it].'"

- Focus Group Participant

Scoring Categories

Relevance: The claim needs to be relevant to the target audience, outlining the benefit that they will receive (this can be functional or emotional).

Believability: The claim needs to be believable. The best claims provide a Reason to Believe (also known as a RTB), which is a short explanation that underscores believability.

Clarity: Claims have to be clear in terms of the benefit being offered and why it is relevant to the target audience.

Memorability: Ideally, claims will also be memorable.

Effectiveness: Very positive/Positive/Neutral/Negative/Very negative.

Very Negative (1) Negative (2) Neutral (3) Positive (4) Very Positive (5)

	Concept 1	Concept 2
Relevance	4.16	4.24
Believability	3.84	4.08
Clarity	3.95	4.16
Memorability	3.70	3.62
Effectiveness	3.76	3.49

Concept 2

Concept 2 had higher scores in relevance, believability, and memorability. After Agency 340's qualitative analysis of the focus group, the results showed that it resonated the most with our target audience. It also received better feedback for convincing people to switch to cold. Stress and time are the main pain points in our target audience when it comes to laundry, and this concept brings out the solution.

Therefore, concept 2 was chosen to be this campaign's strategy.

"This concept just – it gets right to the point, this hits it all. It's the two actions of reducing/getting rid of stress and then also applies it with cold water washing."

- Focus Group Participant

"I feel like it's just more eye-catching, the reducing stress, time saving, and cost-effectiveness are factors that are important to me and it stood out to me."

- Focus Group Participant

Strategy

As the **number one** trusted brand,

Tide will assure consumers that cold water washing is the best way to reduce time and effort by showing its cleaning capability.

Primary research shows across Millennials and Gen Z, there's a **pronounced desire for cleanliness and efficiency** in germ removal. This factor influences their washing habits and detergent choices.

Competitive Advantages of Cold:

- Washing in cold water is just as effective at removing odors as warm water ¹⁵.
- Cold water can help remove tough stains, where warm water may actually “lock” the stain in the fabric ¹⁵.
- With cold water, colors are less likely to bleed, so there's no need to do a different load of laundry for each color of the rainbow: simply start a load, switch to cold, and enjoy the peace of mind ¹⁶.
- Fun fact: cold water washing not only saves time and effort, but it also saves energy, meaning you also save money on your electric bill ¹⁷.
- Kills germs effectively, so you don't need to keep using hot water for towels ¹.

Creative Strategy

To show that washing in cold is a **no-brainer**, we will reach consumers on an **emotional and practical level** by **presenting its benefits** through the **lens of personification**.

Idea Truth

- Cold water washing has innate benefits that remedy the issues of washing with heat.
- People don't know these benefits, therefore, they need to be shown.
- People have a lot to stress about and their worries need to be heard and solved.
- With one less thing to worry about, that time can be used on taking care of yourself.

Life is tough. That's a fundamental truth. And, **when tasks start to pile up, so does your laundry.** Countless colorful garments in disarray stare into your soul. **It's overwhelming.** It's daunting. It's downright scary! With the help of Tide's professionals, we'll sort through your "dirty laundry" on the cold couch. **Introducing our Big Idea:**

Cold Therapy

Help your clothes **relax.**

Executions

Cold water washing is the best way to clean your clothes, and all of our tactics target our audience directly by showcasing what a relief the cold can be.



Our streaming ads put our Tide-inspired couch forward in a positive therapy setting, where personified outfits rave to our “Cold Therapist” about how cold water washing relieved them from common laundry problems, and how they now look forward to laundry day. Streaming ads will be featured on Hulu, HBO Max, Disney+, Peacock, and ESPN+.

“The Cold Couch” is a series of commercials inspired by iconic shows, featuring signature outfits of beloved characters with the Cold Therapist.

“Cold in Session” focuses on various articles of clothing glowing with joy and excitement from their recent switches to cold water washing, giving them a better way of life.



The OOH and experiential campaign, **“The Zen Cycle,”** will target the audience in places like music festivals and marathons. When people are in a hot setting, they need to cool down. This campaign will remind them that their clothes, too, need the cold.

Our social media campaign, **“Spa Day,”** continues to feature the orange couch and personified clothing. The clothes, which used to be worn out and stained, find that the best way for them to recover is through cold water washing, and now they’re more relaxed than ever. These ads will be featured on Instagram, Facebook, TikTok, X, Snapchat, and Youtube.

Media Flowchart

Media Strategy

All of the channel selections are based on strong research. **The three main questions are:**

- Which channels are **proven to change behaviors?**
- Which channels are historically **proven to work with Tide?**
- Which channels **resonate the most** with the target audience?

These questions led Agency 340 to utilize a mix of social, streaming, out of home, experiential, public relations, programmatic, and partnerships. **With the main campaign objective being changing the audiences' behaviors, the four stages of the behavior change model were applied** (Awareness, Contemplation, Determination, Action)¹⁴ to be the four phases of campaign spanning over one year.

All social, streaming, linear, and web executions are programmatically targeted throughout the country to reach as many desired audiences as possible. The amount spent and allocated to each channel depends on where the target audience is most active and what kind of message delivers the best results. **The diverse selection of channels allows Agency 340 to make an impact in the most efficient and widespread way possible.** Social media will play a great role, and there will be constant retargeting and optimization of paid media platforms for where and what channels the audience is visiting.

	Awareness			Contemplation			Determination			Action		
	Oct. 2024 - Dec. 2024			Jan. 2025 - Mar. 2025			Apr. 2025 - Jun. 2025			Jul. 2025 - Sep. 2025		
OOH												
Music Festival Partnerships												
NFL Partnerships												
Los Angeles Marathon Partnership												
Arizona Marathon Partnership												
Boston Marathon Partnership												
Supermarket Retail Aisle Markers												
Streaming												
Hulu												
HBO Max												
Disney+												
Peacock												
ESPN+												
Public Relations												
Press Release: Marathons												
Press Release: Super Bowl												
Press Release: Music Festival												
Social Media												
FB & IG Paid Reels, Posts, & Stories												
TikTok (Organic Content)												
X (Organic Content)												
Snapchat Ads												
Pinterest Blog Content												
YouTube												
YouTube Shorts												
Web												
Google Pay-Per-Click Search Ads												
SEO												
Programmatic: Yahoo! Advertising												
Programmatic: Microsoft Advertising												
Google Display & Video 360												
Influencer Partnerships												
Homecare & Cleaning Influencers												
Super Bowl Campaign												
Social Media Cut & Static Posts												
0:30 TV Spot on FOX												
1:00 Paid YouTube Ad												
Partnerships												
Brand Partnership: Levi's												
Brand Partnership: Frito-Lay, Doritos												
Programmatic: Adelphic												
Programmatic: MediaMath												
Programmatic: Amazon DSP												

Media Strategy

Brand Partnerships

Tide's partnership with Levi's justifies their alignment with sustainable environmental practices. Levi's production and use of materials have the environment in mind, and their clothing tag suggests consumers wash in cold water ²⁵.

The Frito-Lay partnership tackles another strategy, where the idea of food staining clothes causes frustration for consumers. Frito-Lay has a broad, young audience and will expand and validate the target audience. Cheetos and Doritos will be the main brands that will be relevant to work with, allowing for presence on packaging and social media efforts showing the effectiveness of cold water washing.

Coachella, Lollapalooza, and marathons are all among the top events that both have high attendance outcomes and generate USG effectively ²⁶. These are great choices for the experiential and OOH executions.



Streaming

Streaming will cover a large portion of the audience, specifically millennials. 68% of millennials have a streaming subscription to their favorite shows ²³.

Web Banner Ads & Programmatic

Web banner ads will showcase creative executions and continue to support Agency 340's omnichannel strategy. Multiple characters from the executions will be displayed with programmatic advertising, in which diversified touch points will be demonstrated. This leaves an opportunity for exponential reach and continues to support the overall strategy ³⁰.

Social Media

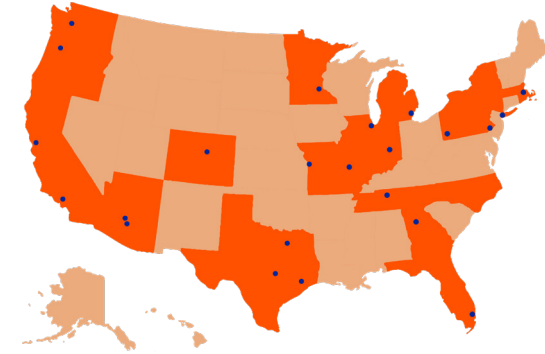
Launching campaigns on TikTok, Instagram, and other popular social media platforms can ensure higher visibility. Gen Z and Millennials heavily rely on social media for advice, news, and knowledge. Instagram and TikTok have proven to be valuable sources for this audience. With activity and traffic growing, it becomes more and more crucial to have a presence on these platforms ⁷.



Retail shelf displays will be distributed to over 1,500 stores around the U.S., displaying calming messages surrounding Tide products that promote washing in cold. This will be an effective use of the constant exposure and broad reach to individuals that are purchasing detergent or laundry items.

Designated Market Areas

These following cities are specifically targeted with the highest percentage of 18-35 year old population ²⁰. These cities are also selected for OOH partnerships (Coachella, Lollapalooza, Marathons, Supermarkets).



Northeast:

New York, NY
Boston, MA
Philadelphia, PA
Pittsburgh, PA

Southeast:

Atlanta, GA
Miami, FL
Charlotte, NC
Nashville, TN

Southwest:

Austin, TX
Dallas, TX
Houston, TX
Phoenix, AZ
Tempe, AZ

Midwest:

St. Louis, MO
Indianapolis, IN
Minneapolis, MN
Kansas City, KS
Detroit, MI
Chicago, IL

West:

Denver, CO
Seattle, WA
Portland, OR
Los Angeles, CA
San Francisco, CA

Influencers - 10 macro influencers, 3 posts per week, 6 months total

"1/5th of Millennials and Gen Z learned how to do laundry on the internet - The survey revealed 65% of Millennials and Gen Zers believe laundry is a skill that needs to be taught or learned" ¹⁹. Given the need for guidance on laundry, Tide should engage cleaning influencers to create "How to" videos centered on cold water washing. A media kit should be provided to support their efforts, but their content should be authentic and true to their page ²⁷.

1. Lori Williamson @nowitsclean (1.7M Followers, 7M Likes on TikTok)
2. Jaime Lynn @jamielynnns.journey (213K Followers on Instagram)
3. Brianna K @bitsofbri (181K Followers on Instagram)
4. Alexandra Beuter @alexandrabeuter (132K Followers on Instagram)
5. Vanesa Amaro @vanesa_amaro_ (5.7M Followers, 114.8M Likes on TikTok)
6. Jessica Haizman @jessicaHaizman (1.3M Followers, 27.1M Likes on TikTok)
7. Rab @cleanwithrab (569.5K Followers, 10.7M Likes on TikTok)
8. Brandon Pleshek @cleanthatup (1.7M Followers, 37M Likes on TikTok)
9. Cary @pairswellwithwine (789.3K Followers, 15.9M Likes on TikTok)
10. Demi @sparklingwithdemi (713.5K Followers, 9.3M Likes on TikTok)

Budget Breakdown

The budget allocation of \$75MM is distributed strategically through an omnichannel approach and focused on tactical activations that increase the primary KPI, 75% of loads washed in cold. Each channel has different costs and is priced through metrics such as cost-per-click (CPC), cost per thousand impressions (CPM), production costs, management costs, partnerships, and sponsorships.

- **OOH** has an allocated budget of **\$8,150,000**, with Coachella and Lollapalooza for music festivals. - Production costs for both: \$800K & Sponsorship: 60K. Tide will work with the three main marathons, Chicago, New York, & Boston. \$60K for the event sponsorship, & \$30K for t-shirt manufacturing/shipping. Retail aisle markers will be present nationwide in 1,500 grocery stores selling Tide, costing \$8.7 Million for the last 6 months of the campaign.
- **Streaming** has a heavy concentration on execution and creative strategy. **\$15,151,000** will be distributed through various platforms: Hulu, HBO Max, Disney+, Peacock, and ESPN+. This cost also includes commercial actors' compensation ^{36 37 38 39}.
- **Press Releases** will be launched in conjunction with our OOH events costing the campaign **\$25,000** for 3 marathons, 2 music festivals, and the 2025 Super Bowl ⁴⁰.
- **Social** accounts for 30% of the overall budget. The majority of the **\$21,000,000** will be used for Facebook, Instagram, and Snapchat ads ⁴¹, as Gen Z and Millennials spend a great proportion of time on social media. Other platforms, such as TikTok and X, will be leveraged organically.
- **Paid Search/Web** presence will consist of paid Google Search, Google Display, SEO services, and programmatic advertising. **\$4,055,000** will be attributed to this channel ⁴².
- **Influencers** will push the cold water washing message to their broad audience over 3 posts a week for 6 months. These influencers will get paid **\$3,600,000** for their posts and promotional messages ⁴³.
- **Our Super Bowl Campaign** will be a cohesive integration of the creative executions through a 30 second spot on FOX for the 2025 Super Bowl. Production and a cameo of Jason Kelce will be featured with extended running spots following the event. Production, staff, actors, props, and slot time will cost **\$11,700,000** ⁴⁴.
- **Partnerships** in the campaign will bring an extended amount of exposure and attract attention, with costs amounting to **\$1,211,000** ^{45 46 47 48}.
- **Production costs** will consist of staffing, equipment, talent, licenses, and permissions that make up the fruition of the executions.
- **Contingency** will be accounted for, with about a 7% cut of the budget for the purpose of unexpected costs throughout the campaign and fluctuations in CPC and CPM on social media.

	Impressions	% Impressions	Total Costs	% of Budget
Out-Of-Home			\$8,150,000	10.87%
Music Festival Partnerships	1,600,000	0.02%	\$520,000	0.70%
NFL Partnerships	3,300,000	0.04%	\$60,000	0.08%
Los Angeles Marathon Partnership	1,300,000	0.02%	\$90,000	0.12%
Arizona Marathon Partnership	1,700,000	0.02%	\$90,000	0.12%
Boston Marathon Partnership	1,000,000	0.01%	\$90,000	0.12%
Supermarket Retail Shelf Displays	54,000,000	0.78%	\$7,300,000	9.73%
Streaming			\$15,151,000	20.19%
Hulu	166,666,666	2.22%	\$2,500,000	3.33%
HBO Max	166,666,666	2.22%	\$2,500,000	3.33%
Disney+	166,666,666	2.22%	\$5,000,000	6.66%
Peacock	166,666,666	2.22%	\$2,651,000	3.53%
ESPN+	166,666,666	2.22%	\$2,500,000	3.33%
Public Relations			\$25,000	0.04%
Press Release: Marathons	2,800,000	0.04%	\$15,000	0.02%
Press Release: Super Bowl	1,300,000	0.02%	\$7,000	0.01%
Press Release: Music Festival	450,000	0.01%	\$3,000	0.01%
Social Media			\$21,000,000	28.44%
Facebook & Instagram Paid Social	2,000,000,000	28.63%	\$15,360,000	20.48%
Snapchat Paid Social	1,000,000,000	14.32%	\$5,000,000	6.70%
TikTok (Organic Content)	160,000,000	3.22%	\$200,000	0.27%
X (Organic Content)	133,333,333	1.90%	\$200,000	0.27%
Pinterest Blog Content	15,000,000	0.21%	\$30,000	0.04%
YouTube	8,000,000	0.11%	\$60,000	0.08%
YouTube Shorts	56,000,000	0.80%	\$150,000	0.20%
Paid Search / Web			\$4,055,000	5.00%
Google Paid Search	750,000,000	10.74%	\$1,500,000	2.00%
SEO	5,000,000	0.07%	\$55,000	0.07%
Programmatic: Yahoo! Advertising	250,000,000	3.58%	\$500,000	0.67%
Programmatic: Microsoft Advertising	250,000,000	3.58%	\$500,000	0.67%
Google Display & Video 360	750,000,000	10.74%	\$1,500,000	2.00%
Influencer Partnerships			\$3,600,000	4.80%
Homecare & Cleaning Influencers	336,000,000	4.81%	\$3,600,000	4.80%
Super Bowl			\$11,700,000	15.59%
Social Media Cut & Static Posts	132,600,000	1.90%	\$100,000	0.13%
0:30 TV Spot on FOX	115,100,000	1.65%	\$11,500,000	15.33%
1:00 Paid YouTube Ad	11,000,000	0.16%	\$100,000	0.13%
Partnerships			\$1,211,000	1.61%
Brand Partnership: Levi's	5,000,000	0.07%	\$500,000	0.67%
Brand Partnership: Frito-Lay, Doritos	5,000,000	0.07%	\$500,000	0.67%
Programmatic: Adelphic	15,000,000	0.21%	\$36,000	0.04%
Programmatic: MediaMath	12,000,000	0.17%	\$25,000	0.03%
Programmatic: Amazon DSP	75,000,000	1.00%	\$150,000	0.20%
Production			\$5,108,000	6.80%
Out-Of-Home			\$800,000	1.07%
Streaming			\$1,000,000	1.33%
Social Media			\$778,000	1.04%
Super Bowl			\$2,530,000	3.36%
Contingency			\$5,000,000	6.66%
Campaign Totals:	6,984,816,663	100%	\$75,000,000	100%

Key Performance Indicators



The primary KPIs will achieve a great transformation of laundry behavior, aligning the efforts with Tide's ambitious target of **converting 75% of loads washed in cold by 2030**. Additionally, the assessment will encompass measurements derived from promotional events, attendance, impressions, and engagement metrics from social and digital media platforms. This alignment with Tide's sustainability goal underscores the **commitment to driving tangible impact and long-term brand value**.

Conversion to Cold

Pre- and post-campaign survey results.

Tide will have mass online pop-up surveys of a sample of a minimum of 100,000 people and ultimately track 75% conversion to cold water washing. This can be done by pre-surveying individuals from the target audience and tracking their laundry habits, followed by targeted ad exposure. After ensuring all participants have encountered the campaign, another mass pop-up post-survey will measure the overall conversion rate and assess the campaign's effectiveness.

Brand Consideration

Engagement metrics from social media platforms & post-campaign survey results.

- **Likes**
- **Comments**
- **Follower growth**
- **Shares**

Campaign Awareness

- **Event attendance and engagement**
- **Streaming viewership**
- **Social media increased follower growth**
- **Engagement rate**
- **Reach & likes**

A large majority from social media effectiveness focuses around performance metrics such as cost-per-click (CPC), cost per thousand impressions (CPM), engagement rate, and impressions over the duration of the campaign.

Brand Love

Sales through campaign duration, engagement & shares outlining Tide's cold initiatives.

This strategic evaluation will validate brand love and "inspire the hope and optimism that comes from the certainty of cleanness." Pre- and post-campaign survey results will confirm the conversion of cold water washing, increased preference, and brand consideration among the target audience of 18-to-35-year-old individuals.