

Campaign Brief: Always - Saudi Digital Pitch

DATE (20/03/2024)

OVERVIEW

BRAND OVERVIEW

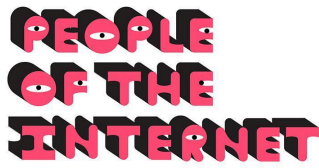
- **Purpose:**
Always aims to unleash girls' and women's confidence and to push them to become whoever they want to be
- **Product purpose & over-arching benefit:**
The feel of nothing but clean and fresh panties every day
- **Brand Character:**
Courageous, lively, straightforward and a force for Female goodness.

PRODUCT OVERVIEW

- Points of differentiation to other products
 - 1- No leaks and no wet feel, even overnight
 - 2- Noticeably superior softness and breathability that takes care of her skin
 - 3- Fits and forms perfectly to her body
 - 4- Thoughtful details that delight her heart and senses

PRODUCT LINES:

- Always Night : Longest and widest pad for 6x protection - No leaks or wetness feel overnight
- Always Aloe cool: Zero irritation feel with aloe vera gel
- Always Skin love: Designed for sensitive skin 100% leakage protection
- Always All in one: Fits and forms perfectly to her body (still not in the market)



WHY ARE WE HERE?

WHAT IS THE PROBLEM?

- Cultural and social evolution in Saudi
- Generational Shift between Genz & Millennials
- Communication clutter between brands in Saudi

OPPORTUNITY

OUR AMBITION

- To create an emotional connection between our brand and audience, while enabling a product superiority in the market through educational content, meaningful partnerships and on ground activations with seamless continuity and cohesiveness in our messages

WHO IS OUR AUDIENCE?

WHO ARE WE TALKING TO?

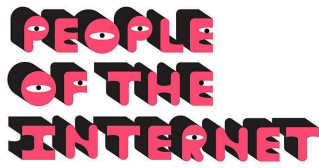
Gen-Z : with full access to streaming content and social media which make them extremely socially aware, they are more pragmatic and mature earlier than previous generations

Their purchasing behavior is influenced by personal values and activism, they love to be emotionally invested in both the people behind the brand and its story

Gen-Alpha: born starting 2010, they are the most tech savvy and digitally empowered generation, they are the first generation to be entirely shaped and born in the 21st century, known as the “Digital Natives”, empowered to make their own decisions even at such young age, socially aware and very vocal about their likes and dislikes

WHAT DO THEY CARE ABOUT?

- Gen-z Females:



- They focus on mental health
 - Showing Confidence
 - And Body image
 - Finding a brand that have a social impact, conveys trust and is authentic
- Gen- Alpha Females:
 - Climate and environmental advocacy
 - Focus on mental health and empowerment
 - Prefer visual content

HOW DO WE WIN HEARTS AND CHANGE MINDS?

HOW DO WE WANT PEOPLE TO FEEL?

- That every girl and women is truly a force to be reckoned with in her own special way
- When women and girls are untied, they are even a greater force
- The challenges of her feminine biology should not define her, its her strength to keep going despite them that does

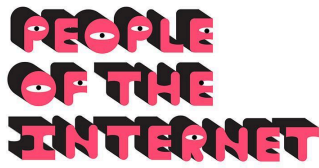
WHY SHOULD PEOPLE BELIEVE US?

- Because we
 - sparks change but don't dictate it
 - Are a strong steady force for female good but we're not aggressive or impulsive activists
 - recognize women's efforts and struggles but doesn't take credit for what women achieve or overcomes, we cheer for them
 - Bring people together and organization to make change happen but we don't try to do everything ourselves

OUR STRATEGIC VISION


















DELIVERABLES

A Year long strategy and content that includes



1. Branded Content
2. Influencers content & Suggestions of Saudi KOLs, Keeping in mind:
 - a. Ensure tight link to category (similarity of brand and kol)
 - b. Use motivational words and narratives in KOLs' content and scripts
 - c. But delivery to be lighthearted and has an uplifting vibe to it
 - d. Stay true to the brand purpose of empowering women
3. On ground activations
4. How to use trends to our benefits
5. Educational & motivational content

***Kindly follow the below calendar the client provided, noting that this pitch is for the client to see how we think and create content for each of the below events and how we plan the year (for months with seasonality and events and months without)**

KSA PR PLAN		Content Bucket	Channel	J	A	S	O	N	D	J	F	M	A	M	J
KCP					Back to School	National Day	Breast Cancer	White Friday	End of Year Event		Foundatio n Day	Ramadan	Eid		
How		Objective		Olympics/Regimen			Heavy Flow			Regimen/Nights			Skin Love		
Online	KOLs creating native content integrated with what's trendy	Phase 1: Drive Awareness & Education Phase 2: Drive Trial & Conversion	  	Product Discovery & Day/Night Education	Back to School themed content	Workout Routine (Olympics tie) with Day pad	Product Discovery & New Confidence booster for total heavy days protection	- KOL Live Demo on Leakage Protection - Shop with me	Period Hotline: Period FAQs answered in a fun, trendy way	Self Care Routine with different Day/Night Pads	Foundatio n Day themed Content	Shop Along with me for the best deals	- Self Care Routine with Always Skin Love - Shop with me	- Husband does my VO - KOL Live Demo on softness	Period Hotline: Period FAQs answered in a fun, trendy way
															
Offline	Instore Event	Mega KOL led event with gifts & prizes													
	Plant Visit	Reassure on Always' high, superior quality standards													

TIMELINES

Submission date: 5th of April

REFERENCES

Kindly check videos embedded in [client's presentation](#)