

P&G BRAND LAUNCH



TEAM MEMBERS



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Old Spice®

STAIN SLAYER - IDENTITY



Core Identity

- **High-Performance Cleaning:** Utilizes a safe yet potent formula to remove tough, baked-on food.
- **Gentle on Fine Dishes:** Non-abrasive scrubbers protect delicate items, appealing to families with valuable kitchenware.
- **Trust and Credibility:** Backed by Procter & Gamble's reputation for quality and dependability.

Extended Identity

- **Modern, User-Friendly Packaging:** A sleek, recyclable bottle that's comfortable to handle and easy to pour.
- **Fresh Scents:** Pleasant fragrances reinforce cleanliness and a positive washing experience.
- **Tagline & Imagery:** "Tough on grease, kind to hands and dishes" conveys strength and gentleness.

STAIN SLAYER - CVP



FUNCTIONAL BENEFITS

- Superior Cleaning Power – Micro-scrubbers quickly remove tough grease.
- Gentle Formula – Safe for fine china and other delicate dishware.

SELF-EXPRESSIVE BENEFITS

- Smart & Modern Choice – Reflects an innovative, performance-focused lifestyle.
- Family-Oriented Values – Conveys care and responsibility for loved ones through safe, reliable products.

EMOTIONAL BENEFITS

- Relief & Peace of Mind – Easier cleanup reduces stress and frustration.
- Reassurance & Trust – Backed by P&G's reliable reputation for quality and safety.

STAIN SLAYER - THE 2 P'S



BRAND PERSONALITY

- **Competence:** Advanced, effective formula that reliably handles tough messes without damaging dishes.
- **Sincerity:** A family-friendly solution that's gentle and honest; aligns with P&G's ethos of caring innovation.
- **Friendly & Dependable:** Combines innovation with warmth, reassuring consumers they're making a safe choice.

BRAND POSITION

- **Smart, Dual-Action Formula** – Balances robust cleaning power with a gentle touch.
- **Ideal for Modern Families** – Suits households that demand a high standard of cleanliness without compromising on dish care.
- **Competitive Differentiation** – Excels in a market typically split between “heavy-duty” or “gentle-only” options.

SOV PLAN



The SOV plan emphasizes early-year national awareness through heavy primetime and daytime broadcasting, supported by metro-area physical ads. In the second month, the campaign reinforces its message with a high-impact Oscars ad and continued primetime presence. The rest of the year focuses on daytime TV, coupon-section newspaper ads, and quarterly social media efforts with food influencers to sustain engagement.

MONTH 1: HIGH IMPACT AWARENESS

- National broadcast coverage (Primetime & Daytime)
- Physical ads in major metro areas (East & West Coast)

MONTH 2: MESSAGE REINFORCEMENT

- Special event ad during the Oscars (60% target demographic reach)
- Continued primetime coverage

REMAINDER OF YEAR: SUSTAINED VISIBILITY

- Focus on Daytime TV (core audience: females 18–35)
- Supplementary Primetime ads

PROMOTION CALENDAR



| Month | H-80 State Cases | Event | Cost | Comments | Market Share |
|----------|------------------|--|--------------|--|---------------------|
| January | 105 | Trade Allowance - \$2.7/ statistical case on all sizes | \$283,500 | stimulate initial stocking, in-store displays, and feature advertising by the trade | Trial, Distribution |
| | | 1.5oz Sampling | \$12,792,000 | with 39% coverage achieves about 20.28 Million HH of usage - | |
| February | 105 | Trade Allowance - \$2.7/ statistical case on all sizes | \$283,500 | stimulate initial stocking, in-store displays, and feature advertising by the trade | Distribution |
| March | 280 | Prepriced 12oz 50% discount | \$563,500 | Synergy with the Oscars Ads, offering low risk trial for new users, and stimulate impulse purchases. | Trial |

| | | | | | |
|------|-----|---|-------------|--|---------------|
| May | 350 | 25 million 20C extended co op mail in coupons | \$1,482,875 | Assuming all goes well w.r.t. trial and distribution, we are sending out 25 million coupons to move 350 cases. We would be pairing it with cascade (dishwasher) | Repeat, Trial |
| June | 350 | 25 million 20C extended co op mail in coupons | \$1,482,875 | Assuming all goes well w.r.t. trial and distribution, we are sending out 25 million coupons to move 350 cases. We would be pairing it with cascade (dishwasher) | Repeat, Trial |
| July | 420 | 5oz Bonus Pack on a 32 oz bottle | \$630,000 | Incentivizes bulk purchases for summer use; promoting continuity of usage for consumer who had purchased and liked the product in the first half of the introductory year. 32 oz. is popular size, large enough for heavy users. | Repeat |

| | | | | | |
|-----------|------|--|--------------|--|--------------|
| September | 455 | 22oz "29¢ Off" Price Pack -offering 20% of retail price | \$939,058 | Most popular size accounting for 45% of H-80's volume, making it deal for driving repeat purchases; large enough for stock-up, but not as expensive as 48oz. | Repeat |
| October | 455 | | | | |
| November | 490 | Trade Allowance - \$2.7/ statistical case on all sizes | \$1,323,000 | stimulate late stage stocking, in-store displays, and offer advertising by the trade | distribution |
| | | 31.5 million single product 20c mail in coupons - Thanksgiving offer | \$5,027,285 | Late stage festive/seasonal promotions to achieve high repeat purchases | Repeat |
| December | 490 | Trade Allowance - \$2.7/ statistical case on all sizes | \$1,323,000 | stimulate late stage stocking, in-store displays, and offer advertising by the trade | distribution |
| | | 31.5 million single product 20c mail in coupons - Christmas offer | \$5,027,285 | Late stage festive/seasonal promotions to achieve high repeat purchases | Repeat |
| TOTAL | 4200 | | \$31,157,878 | | |

SOV AND EVENT REVIEW



WILL THE PLAN PROVE SUCCESSFUL AND MEET OR EXCEED TARGETS, AND WHY?

- Big early trial push – 20.28M households sample the product in January, jump-starting awareness.
- Share-of-voice edge – \$18 M media buys stimulate enough awareness for trials.
- Repeat triggers all year – Coupons, bonus packs, and price packs every 6-8 weeks keep buyers coming back.

WHERE IS THE PLAN COMPETITIVELY STRONG, AND WHY?

- Effective in building awareness and trial through broad media reach and household sampling.
- Well-rounded media plan (TV, streaming, social media) ensures fast brand recognition.
- Cost-effective use of extended co-op coupons, bonus, price pack for repeat purchases
- Seasonable promotions along with trade allowances help us with both the distributors and the consumers.

WHERE IS THE PLAN COMPETITIVELY WEAK, AND WHY?

- 7 promos in 10 months may train shoppers to wait for deals and letting rivals match offers.
- August shows no sampling, PR, or social uptick
- Over reliance on traditional media - collab with cleanfluencers, search engine marketing, blogs etc.

REPEAT TACTICS



To achieve our ambitious 7% market share target, a significant focus was placed on driving repeat purchases among consumers who had tried our new liquid detergent. Our strategy involved a phased approach, deploying targeted tactics at key moments in the introductory year.

- May - June: 20¢ Extended Co-op Mail-in Coupons
- July: 5oz Bonus Pack on a 32 oz bottle
- September: 22oz "29¢ Off" Price Pack
- November - December: 20¢ Single Brand Mail-in Coupons

Total cost of Repeat Tactics: \$14,589,378 i.e. 46.82% of current promotion budget.

REPEAT TACTICS



| Coupons | Single Brand | Extended Co-Op |
|-------------------------|---------------------|---------------------|
| Face Value | \$ 0.20 | \$ 0.20 |
| # Coupons | 31,500,000 | 25,000,000 |
| Distribution Cost | \$ 0.110 | \$ 0.014 |
| Total Distribution Cost | \$ 3,465,000 | \$ 350,000 |
| % Redemption | 17.40% | 15.90% |
| # Coupons Redeemed | 5,481,000 | 3,975,000 |
| Total Redemption Cost | \$ 1,562,085 | \$ 1,132,875 |
| Total Cost | \$ 5,027,085 | \$ 1,482,875 |

REPEAT TACTICS



| Special Pack Promotion | Bonus Pack | Price Pack |
|--------------------------------|----------------------------------|--|
| Promotion | 5oz Bonus Pack on a 32 oz bottle | 22oz "29¢ Off" Price Pack (20% off Retail Price) |
| Cost per Stat Case | \$5 | \$4.08 |
| Trade Handling & Manufacturing | \$0.5 | \$0.5 |
| # of Stat Cases | 420,000 | 455,000 |
| Total Cost | \$ 630,000 | \$ 939,058 |

FUTURE PLANS



A.

Branded House

- Citrus burst
- Eucalyptus calm
- Unscented sensitive

B.

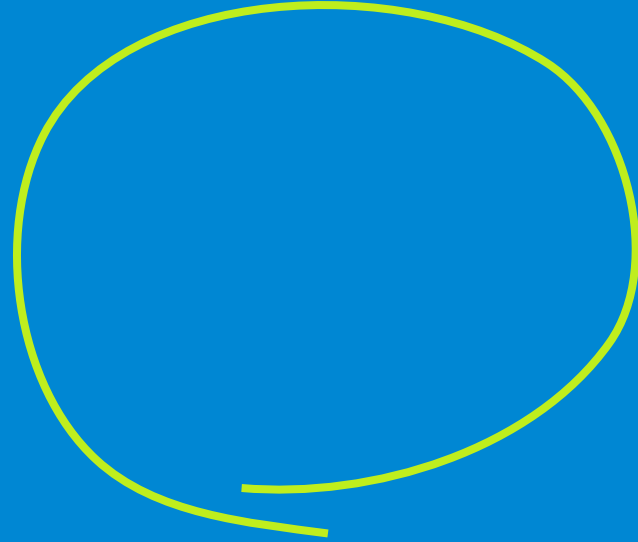
Loyalty programs

- Encourage repeat buying
- Explore international markets

C.

Analyze customer feedback

- Better formula
- Better packaging
- Meet user needs



THANK YOU

