

Category: 1. Cause-Related Marketing
Program: "Protecting Futures"
Organization: Procter & Gamble
Agency: MS&L
Budget:



Situation Analysis/Research

Women simply do not form an emotional connection to their sanitary protection products which are usually hidden behind bathroom cabinets, stuffed into the bottom of purses or carefully concealed in pockets. While most women cannot live without these products, they are not exactly shouting "I love my tampon" from the treetops. Add to that the fact that the topic of feminine protection is also infrequently covered by traditional media – "can't live without" sanitary pad reviews or primetime product giveaways just don't happen. Rather than being viewed as revolutionary products that have shaped the way women live their lives, they are taken for granted and viewed as part of the everyday routine. Procter & Gamble FemCare brands Tampax and Always wanted to change the way people viewed their feminine care products and began looking for a way to create an emotional connection with their consumers and increase brand loyalty by creating a program that would transcend this category hurdle.

The company uncovered UNICEF research which revealed that one in ten African girls do not attend school during menstruation because of the lack of clean and private sanitation facilities in schools. This disturbing finding was used as the campaign's platform. After assessing the category climate and extensive proprietary research, MS&L conceptualized and led the launch of a multi-agency, holistic program for Procter & Gamble called *Protecting Futures* – a campaign committed to raising awareness about the impact the lack of sanitary protection has on a girl's education in developing countries.

In identifying a universal and relevant cause, MS&L examined prior studies, surveys, and world reports to ensure the issue's validity and need for support. Research showed:

- Estimates show that there are between 1-5 million girls in Africa who miss school during their periods. In impacted areas, this is due to the lack of clean and private sanitary facilities and access to sanitary protection. (UNICEF, 2005; World Bank 2005)
- A survey undertaken by the Girl Child Network (GCN) on Gender Equity and Equality in Free Primary Education in Kenya also revealed that girls' attendance and performance in school is adversely affected by (among other issues) lack of sanitary protection.

P&G conducted market research, focus groups, and third party surveys to develop a program that would resonate with the Tampax and Always consumer. Once a baseline program concept was created, MS&L collaborated with P&G's advertising agency Leo Burnett on a survey to gauge consumer reaction. Findings showed:

- 70% of young women said that they were more likely to purchase Always and Tampax than they had been before.
- 73% said that it made them feel like Tampax and Always really care about women and goals.
- 77% said they were glad that Tampax and Always were bringing attention to this issue.

Based on this research, MS&L worked with P&G to develop *Protecting Futures* into a fully integrated cause-marketing campaign designed to help vulnerable girls in sub-Saharan Africa, and generate awareness for Tampax and Always while boosting the brands' reputation and connection with consumers.

Planning

Based on P&G proprietary research, our target consumer was identified as being between the ages of 16 and 28 who:

- Has an interest in "activism light" which means they have a high interest in supporting good causes, but tend to prefer showing this support in their purchasing behavior rather than actual on-the-ground work or volunteering
- Is more likely to purchase brands that support causes they believe in (e.g. eco-friendly, Africa, AIDS)
- Traditionally supports global causes and women's issues

Specific objectives were to:

a. **Drive awareness about the program and issue:**

- Reach an audience of 105 million via traditional (newspaper, magazine, online, radio, T.V.) and non-traditional (blogs, social networking sites) media to elicit excitement and buzz among the target consumer in year one of the program (Nov '07-Nov '08).
- Boost beinggirl.com (a website by Tampax and Always) site visits by 15 percent by capitalizing on the partnership with the HERO Youth Ambassador program (a UNA-USA campaign to help vulnerable children living in HIV/AIDS affected countries).
- Attract a minimum of 75,000 new site visits to ProtectingFutures.com through both traditional and non traditional media and online influencer outreach.
- Drive 1,500 downloads for the 2008 HERO Youth Ambassador program

b. **Develop an emotional connection with consumers:**

- Generate a strong emotional response and connection with young women.
- Measure the program's impact not only from a sales and media coverage standpoint, but also how it personally affected the lives of women in North America by tracking conversations on social networking sites, blogs, and through direct consumer responses.

c. **Drive sales:**

- Impact market share by increasing sales by 10 percent within first six months of launch.
- Help vulnerable girls in sub-Saharan Africa stay in school so that they can reach their maximum potential by providing them with the resources they need to help them get the education they deserve

Our overarching strategy was to develop a multi-year campaign that attracts program advocates and ambassadors, engages the prime prospect, and elevates the brand's reputation while creating an own-able platform for Always and Tampax that would serve as a sustainable vehicle for communications and outreach.

Execution

Protecting Futures Announcement

To announce the good works of P&G, the team built upon an existing partnership between beinggirl.com – the teen Web site by Tampax and Always – and HERO (a UNA-USA program that offers teenage students in North America the opportunity to travel to Africa to help improve the lives of children living in HIV/AIDS affected communities), to develop a larger cause platform across the FemCare brand portfolio. We launched an aggressive media and influencer campaign to introduce program and boost WOM, targeting top national and local outlets covering lifestyle, health, education, and philanthropic beats and leveraged the call-to-action for 2008 HERO Youth Ambassadors for additional interest.

- To ensure program validity and credibility, the agency nurtured a relationship with an expert from FAWE Kenya (Forum for African Women Educationalists) to speak about the relevancy and impact of the issue.
- Leveraged partnership with *CosmoGIRL!*, a popular magazine with the target consumer, to drive awareness for Protecting Futures through in-magazine print and online coverage of the 2007 and 2008 HERO Youth Ambassador program sponsored by Beinggirl.com.
- Leveraged online social networks and video sharing sites to boost consumer conversation (Facebook and YouTube)

HERO Youth Ambassador Program

Announced a national search inviting students to apply to become 2008 HERO Youth Ambassadors and volunteer in Africa to work on school-based projects funded by Protecting Futures. Projects included on-site construction, classroom teaching and recreational activities with community students.

- Reached out to local market print and broadcast media about the students, their selections and experiences.
- Created content for beinggirl.com, including on-site Webisodes and profiles of the HERO YAs.

Consumer Activation

As a direct result of ongoing PR initiatives and outreach, consumers were inspired to engage in grassroots, organic support projects. MS&L capitalized on all consumer response inquiries by encouraging fundraising activities and engaging local market media to cover consumer generated participation.

The campaign budget was \$700,000 (confidential).

Evaluation

Objectives

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- Attract a minimum of 75,000 new site visits to ProtectingFutures.com
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Develop an emotional connection with consumers:

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Results

- **Online discussion** reached more than **19.3 million** consumers on more than 110 Web sites and blogs
- Worked with NYT reporter Claudia Deutsch, initially a program skeptic, on a campaign exclusive in annual Giving Section, successfully converting her into a program advocate
- 163 media placements reaching an audience of more than **97 million** (during the first 10 months following program launch)
- Site visits to beinggirl.com/hero **jumped by more than 450%** during November
- Drove more than **990,000 site visits** to ProtectingFutures.com in the first month of launch
- More than **doubled applications** for the 2008 Youth Ambassador program with over 4,100 applications downloaded
- A local girl from Colorado was motivated to create a Facebook group supporting the program that engaged more than 650 individuals to date
- We received more than **70 program inquiries** from consumers inquiring about ways to help the program
- Mayor Bloomberg's 'Products of Hope' hosted a pad donation drive in support of Protecting Futures
- Students in Arizona and Philadelphia **hosted fundraisers** inspired by the Protecting Futures program
- Massachusetts teens established "Month for Change" and **raised money in support** of the program

Drive sales:

- Impact market share by increasing sales by 10 percent within first six months of launch.
 - Help vulnerable girls in sub Saharan Africa stay in school so that they can reach their maximum potential by providing them with the resources they need to help them get the education they deserve
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While P&G does not release specific sales information, confidential sales reports indicate:

- **Double digit increase in product shipments**
 - P&G has allocated resources specifically dedicated to **global expansion of the program**
 - Since launching last year, the Protecting Futures program has built dormitories, classrooms, kitchens, and installed a 4km water system. This year, Tampax and Always have partnered with Save The Children and CARE to expand the program with a goal of reaching one million girls.
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