

Launch of Whisper Choice Sanitary Napkin

OBJECTIVE/BRIEF FROM THE CLIENT:

Create awareness and excitement about the launch of Whisper's new mid-tier brand – Whisper Choice

STRATEGY:

Adopt influencer marketing approach and target primary audience, i.e. middle and lower middle income group Teens (the prime prospect) via their Moms (the key influencers in this category).

METHOD DEPLOYED, INCLUDING DETAILS OF CHALLENGES ENCOUNTERED:

Award Mothers. Reward Daughters. – When it comes to period protection, both mothers and daughters are dissatisfied with the current experience and compromises they are forced to make due to sub-standard performance of existing low-priced sanitary napkins in India.

We decided to give mothers the spotlight by linking them to their daughter's futures by, allowing them to share the dreams and choices they would like to give their daughters in their future.

Challenges:

I. Research indicated that more than 60% of Indian women today are using the most basic, low quality protection, and suffer 50-70% incidences of protection failure i.e. staining every single time they have their period. Mothers realize that their daughters are dissatisfied with the current experience and compromises they are forced to make when it comes to sanitary protection. They want to give their daughters the best protection possible, especially during exams, social occasions, and school activities.

II. Sanitary protection is a still closet category in India, and although products have moved to the shop front display windows, purchase is still a 'shy' process.

Hence, challenge was generating word of mouth among Target Audience and getting moms to talk openly at a branded forum on sanitary napkins.

Method Deployed:

Three-phase Launch Campaign focused on a theme of 'Award Mothers – Reward Daughters' through an essay contest called 'Mothers Choice contest' for mothers with 12-18 yr-old daughters to write a 200-word essay on the *'Choices they would like to offer their daughters for their future'*.

Phase 1:

Announcement of the 'Mother's Choice' Essay Contest in key markets via Press Ads and House-to-House Promoters inviting participation. **(GIVE PERIOD DATES)**

- a. Essay entries collected via mailbag
- b. Judging Panel comprising School and College Professors short listed the Top 50 Essays evaluating them on three criteria: Clarity of Topic, Emotional Content, Expression
- c. All entries received "Certificates of Participation"
- d. Mothers who sent Top 50 Entries invited with their daughters to a 'Special Mother-Daughter Award Ceremony-cum-Launch Event' with Exciting Prizes

Phase 2: Launch Event

Special Mother-Daughter Award Ceremony-cum-Launch Event (Launch of Whisper Choice)

(3rd June 2005)

III. High profile Judging Panel of women achievers judged the top 10 essays:

- Ms. Nandini Sardesai – leading Sociologist and mother of national news anchor;
- Ms. Amy Fernandes – Editor, Femina (India's No.1 Women's Magazine);
- Ms. Vijayalaxmi Chhabra – Director, Prasar Bharati (India's Largest News Channel); and
- Ms. Nayantara Bali – General Manager, Baby Care and Feminine Care, P&G ASEAN-Australasia-India (AAI) region.

1. Journalists invited with their daughters and male journalists invited to bring their wives or daughters to this all women's event

IV. Top 40 Entries' Moms and Daughters presented P&G Goody bags, Certificates of Participation, and Trophies

1. Top 10 Essays read out by the moms live on stage, making for a highly emotionally charged atmosphere

V. Between essays, games were organized – Sing a Song with the word 'mother', and Lucky Draw

VI. Once essays are read, compeer conducts Fem Care Trivia / Quiz with participants and Media. Those who answer Multiple Choice questions correctly, win P&G Product Hampers. The last question in the Trivia leads into the Choice Product Launch

VII. Launch of New Whisper Choice

- a. Identified and roped in a Celebrity Mother-Daughter Duo from India's film industry - Tanuja and Tanisha Mukherjee, to lead Product Revelation (3ft. Dummy Pack) and endorse the new product
- b. Nayantara Bali makes a Brief Speech on Whisper Choice & Whisper history
- c. Airing of Whisper Television Commercial

VIII. Sociologist Ms. Nandini Sardesai speaks on evolving choices of women through the years

IX. The Awards

- a. Top 9 Entries' Moms and Daughters presented P&G Goody bags, Certificates of Excellence, Trophies, and Daughters receive Three-month Scholarship from India's No. 1 IT Training Institute
- b. Top #1 Entry Mom and Daughter presented P&G Goody bag, Certificate of Excellence, Mega Trophy, Daughter receives Six-month Scholarship from India's No. 1 IT Training Institute

X. Photographs of magical winning moments, mothers & daughters with celebrities are taken

Phase 3: PR Media Maximization Plan:

- National and Regional TV and Press invited to cover the event-cum-launch first-hand
- Press Release with Event and Product Visuals disseminated in key markets
- Electronic footage of entire event edited and maximized via Electronic Press Kits (EPK) sent to other key markets nationally to generate TV exposure on regional channels

RELATION TO OBJECTIVES AND COST EFFECTIVENESS:

Succeeded in creating widespread word-of-mouth, buzz and trial among Target Audience.

Event and Launch receives 34.51 Million Media Impressions in nation's leading women's magazines and dailies, and generates 34 Minutes of Prime-time News Reportage across National and Regional TV Channels.

Return on Investment (ROI) of campaign stands at 5: 1 (i.e. US\$ 5 for every US\$ 1 invested in PR).

Journalists and mothers describe the launch event as 'very unique and heart warming'.

CREATIVITY AND ORIGINALITY:

Since the Target Audience for this variant were 'girls who have just begun/ about to begin menstruating' (point of market entry), the biggest 'influencers' were none other than 'mothers' themselves. The campaign reached out to them through a well thought out innovative approach focused on 'Choice'.

Madison PR created a unique platform to bring these influencers together and educate them about new Whisper Choice – the National *Mother's Choice* Contest where mothers across India participated in an essay contest on "Choices I would like to give my Daughter". This was in keeping with the brand name "Choice" The winning entries (50 moms with their daughters) were invited to a felicitation event where they could read out their thoughts on "Choices", which culminated into the launch of Whisper Choice. The product revelation was done by none other than Nayantara Bali - P&G's Asia Fem Care GM herself, with a celebrity Mom-Daughter duo.

INDICATION OF OUTSIDE CONTRACTORS WHERE USED:

- a. Grips Pro Events – Event Managers (House to House Promoters, Décor, AV Equipment)
- b. Parkar Prints – Design Studio (Product Dummy, Folders, Gift Bags, Design & Printing of Certificates, Product Digital Prints)
- c. Shaz – Whisper Choice Trophies
- d. PowerDV – Film Production Unit (Editing of Event Footage EPK)
- e. NIIT – IT Training Institute (IT Scholarships for Winning Daughters)
- f. Chou Chang – Still Photography of the Event

BUDGET: US\$ 20,000 / Rs. 0.9 Million

CATEGORY SPECIFIC INFORMATION:

- a. Only 10% of Indian women use sanitary napkins, rest use cloth.
- b. India is P&G's largest Fem Care business in ASEAN-Australia-India
- c. Market divided into top tier (Thicks and Ultras) and Mid-Tier (the new Whisper Choice - the same as Always Basico in LA)
- d. Whisper is the 'value' market leader in India with a market share of about 46%
- e. This is despite a well-entrenched Johnson & Johnson with Stayfree brand, and Kimberley Clark with Kotex brand, both of which are priced significantly lower than Whisper in India
- f. Whisper is perceived as a clear innovation leader in India (first to launch the 'ultra thin' napkin in 2000/ the dry-weave cover, etc.) and is an aspirational brand for non-users.