

Tide Text Club

Campaign Summary

Procter & Gamble's "Tide Text Club" was developed to engage consumers who recently purchased high efficiency (HE) washing machines. To do this, the brand developed an interactive text platform to create an ongoing, meaningful relationship between consumers and P&G's fabric care brands.

Strategy and Execution

P&G faced a challenge in building customer awareness about HE detergent. HE machines require specialized detergent and maintenance in order to guarantee efficient use. However, the brand also understood the role that digital communication plays in a consumer's path to purchasing an appliance.

P&G wanted to foster consumer engagement by launching a campaign with the involvement of major North American appliance manufacturers (e.g., Electrolux, Frigidaire, GE, Kenmore, LG). The Tide Text Club pamphlets were included with the sale of new HE washing machines. These pamphlets encouraged consumers to join the Tide Text Club by text or the web. All entrants were eligible to win a year's supply of Tide HE detergent.

P&G tracked when consumers joined to guarantee that messages were sent in the correct sequence. Upon joining the Tide Text Club, consumers received a welcome message. Tide Text Club's messaging platform generated bimonthly texts that consisted of stain removal tips, maintenance reminders, and product launch notifications. Some text messages included a link to a mobile website for more detailed information.

Results

More than 44,000 consumers joined the Tide Text Club. Due to its success, the campaign will continue running until March 2014. In addition, Tide is incorporating a mobile component into the launch of major initiatives scheduled for the first quarter of 2013.

Source

"Tide Text Club." 2012 MMA Smarties Submission Relationship Building/CRM. Brand: P&G Tide HE Campaign. Lead Agency: SoundBite Communications.