



"It is our understanding that this is one of the first programs of this type in the Company, and we are looking at ways to make it even bigger."

Kim Wiethorn
Marketing Leader,
North America P&G Alliance
Innovation Team

Tide Cleans Up by Building Product Awareness for High Efficiency Detergent

Business Opportunity

Procter & Gamble faced an awareness challenge around high efficient (HE) detergent, which must be used in an HE washer to get the proper cleaning efficacy. Since digital interactions can play a big role along the path to purchase, P&G saw an opportunity to use the mobile channel as an effective way to attract consumer interest and connect with its fabric care brands.

Genesys Cloud Solution

Given the choice consumers are faced with when they acquire a new HE washer, it is critical to make the transition to HE detergent easy and strengthen the new relationship via a compelling, longer-term engagement strategy. The "Tide Text for Tips" SMS marketing campaign is designed to engage consumers at the key Point of Market Entry, offering laundry tips, stain solutions, and special offers from the Tide brand. Tide sends an SMS message to opted in consumers only once every two weeks, so as to not overwhelm them. The incentive to opt in is a chance to win a year's supply of Tide HE detergent.

Results

To date, the campaign has garnered more than 48,000 subscribers for the Tide brand, while opt out rates remain low. Due to its ongoing success, the campaign has been extended three times and is set to run through March 20, 2014.

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