

The background of the entire image is a repeating pattern of hexagons, resembling a honeycomb, in a golden-yellow color. The text is centered on this background.

**germ-X<sup>®</sup>**

**Cold & Flu Season Campaign**



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# Case Summary

**Vijon Industries is seeking a strategic campaign for their Germ-X line of consumer hand sanitizers. The campaign would run in peak flu season months: January 2015 through March 2015. The primary target for this campaign consists of new moms, with a secondary focus on intermediate and experienced moms. Brand awareness will be increased by promoting the brand personality – fun, caring, often smart but humorous. The business and marketing objective is to increase market share during cold and flu season. Desired target action is to think of Germ-X as the go-to hand sanitizer for their families.**



# Objectives

- 1. To increase general brand awareness by 5%**
- 2. Increase market share, specifically during the cold and flu season, by building a preference for Germ-X among our target by 7%**

# Research Insights

- 1. By and large, moms want to do everything they can to ensure their family is safe and cared for, especially during the cold and flu season.**
- 2. Moms want to do things on their own. They want to have the ability to *make a product their own*, by relating it back to their lifestyle in some way.**
- 3. Moms want a product that *suits their busy lifestyle*. A majority of moms struggle to find enough time in the day, let alone time for a family stricken by the common cold or case of influenza. They have goals and are looking for the simplest way to accomplish them.**

# SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Established Brand Loyalty</li> <li>• Top Brand Name</li> <li>• Strong Corporate Responsibility</li> <li>• Informational (CDC.goc resources) Pioneer Hand Sanitizer</li> <li>• <u>Actually</u> kills 99.9% of germs</li> </ul>	<ul style="list-style-type: none"> <li>• Undefined brand personality</li> <li>• Inconsistent brand messaging</li> <li>• Does not dominate product category</li> <li>• Poor social media presence (only Facebook)</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Reach young/intermediate moms through social media</li> <li>• Create a fun, informational environment for parents and kids</li> <li>• Define place in product category</li> <li>• Be bold, be different, be LOUD</li> <li>• Develop personality (“fun, caring, often smart and humorous”)</li> <li>• Create exciting in-store experience where most sales occur for this brand</li> <li>• Germ Blaster product line</li> </ul>	<ul style="list-style-type: none"> <li>• Purell dominates product category</li> <li>• Consumers often buy value (store brand) hand sanitizer</li> <li>• Tendency of having similar brand voice/personality as others in product category</li> <li>• Oversaturated product category</li> <li>• Viewed as a commodity</li> </ul>

# Target

## New Mom



The New Mom is a very health oriented parent who just wants the best for her newborn or small toddler. She is always on the go and needs convenience in her life. She likes to shop online, update her Pinterest boards and read mommy blogs. These are the tech-savvy moms looking for innovation and always searching for tips about being a new mom. This generation mostly consists of sophisticated, savvy and confident women. But as mothers, they tend to be less confident. The idea of caring for a family is an intentional and active pursuit for the New Mom.

## Intermediate Mom



The Intermediate Mom has multiple children varying from elementary school to junior high ages. She is set in her ways with organization and shopping habits, but she is always looking for the best deals that can cater to her convenience. She likes social media and interacts mostly on Facebook, Pinterest and blogs on occasion. She does own a smartphone and uses a tablet and desktop computer.

## Experienced Mom



The Experienced Mom has older children in high school or just starting college. With their growing independence, the Experienced Mom is finding that keeping them healthy is more their responsibility than it once was. She not only buys items to take care of the house, but she buys them for her kids specifically. She owns a smartphone and a tablet.



# Big Idea

**“Take Care of your Cubs, Momma Bear.”**



**Taking care of a family is no small task and we appreciate everything that the Momma Bears do to keep their cubs germ-free. This campaign will take a fresh and creative approach to the germ-filled cold and flu season. This animal-themed campaign will highlight different animals in packaging design, taglines, and social media tactics. A warm, friendly tone is used throughout the campaign to better connect with caretakers of young cubs. Taking a family-friendly approach will help Germ-X stand against the sterile competition.**

# New Packaging



To break through the oversaturated cold/flu product category, we will skin bottles of Germ-X with fun animal prints that appeal to our target. Since moms want products that easily fit into their lifestyle, they won't be able to resist the new Germ-X bottles and their cute designs.



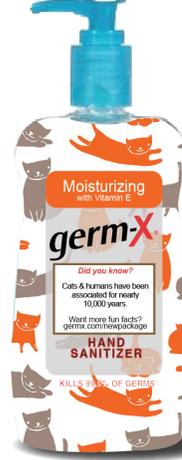
Bear



Bird



Butterfly



Cat



Cheetah



Cow



Goose



Horse



Owl



Giraffe



Tiger



Zebra

# Coupons

Prep for flu at **prices you'll love.**

**Cold, Cough, and Flu**

 <p><b>6.97</b> Airborne® Zesty Orange Effervescent Tablets - 10 ct.</p>	 <p><b>5.97</b> Equate® Cherry or Original Nighttime Cold and Flu - 12 fl. oz.</p>	 <p><b>1.47</b> Bonus Halls® Honey Lemon Cough Drops - Bonus: 40 ct. for the price of 30</p>	 <p><b>3.48</b> Bonus Advil® Tablets - Bonus: 30 ct. for the price of 24</p>
 <p><b>39.85</b> each Vicks® Filter-Free Cool Mist or Starry Night Cool Moisture Humidifier Vicks® Vapo Pad, 5.27 Protec® Cleaning Cartridge, 5.24</p>	 <p><b>1.98</b> each germ-X® Hand Sanitizer</p>	 <p><b>9.72</b> Mucinex® SE or DM Maximum Strength Expectorant - 14 ct.</p>	

An advertisement in Walmart's weekly ad will spark additional interest for those coupon-clipping moms before they get in the store or while they're roaming the aisles.

We will also distribute "Prevention Packs" to Walmart stores. These will include 12 fl. oz. and 3 fl. oz. bottles of Germ-X and a sample size of Emergen-C (Orange).



Stay Protected this Cold & Flu Season with germ-X & Emergen-C

**germ-X** Prevention Pack

moisturizing original hand sanitizer

**germ-X** HAND SANITIZE

LS 99.9% OF GERMS

Did you know? Butterflies cannot fly if their body temperature is less than 86 degrees. Want more fun facts? [germ-x.com/newpackaging](http://germ-x.com/newpackaging)

**Emergen-C** 1,000 MG Vitamin C Super Orange Flavored Fizzy Drink Mix

(1) 12fl oz. Germ-X, (1) 3fl oz. Germ-X, Sample Packet Emergen-C

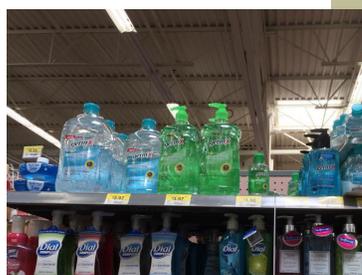
# In-Store

POS displays will grab the customer's attention as they are checking out. The exciting display will make them take a second glance and pick up one of Germ-X's fun new travel size bottles!



Shelf Talkers will be placed by other cold/flu must haves, such as soup or tissues. This will remind our target that although soup will make you feel better in the moment, Germ-X will prevent you from feeling sick in the first place.

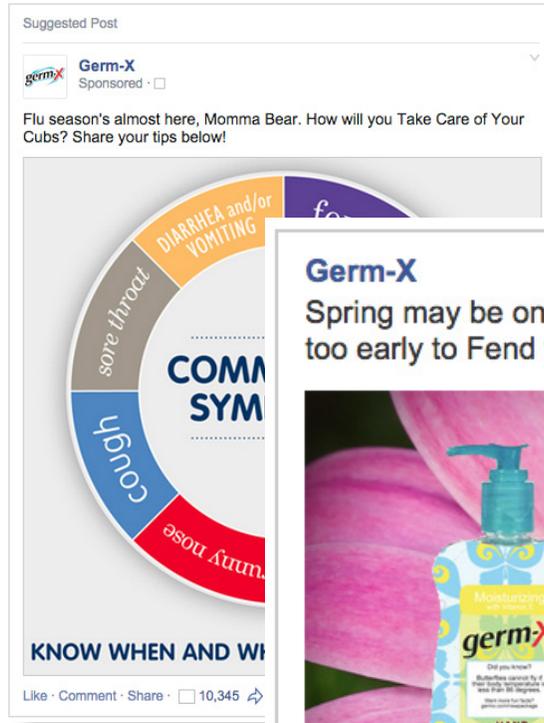
Unique shelf displays will help Germ-X stand out against the competition. These branded displays will draw the customer closer to the product, then the fun animal print packaging will seal the deal.



\*actual photo of Germ-X display in St. Louis Walmart

# Facebook/Twitter

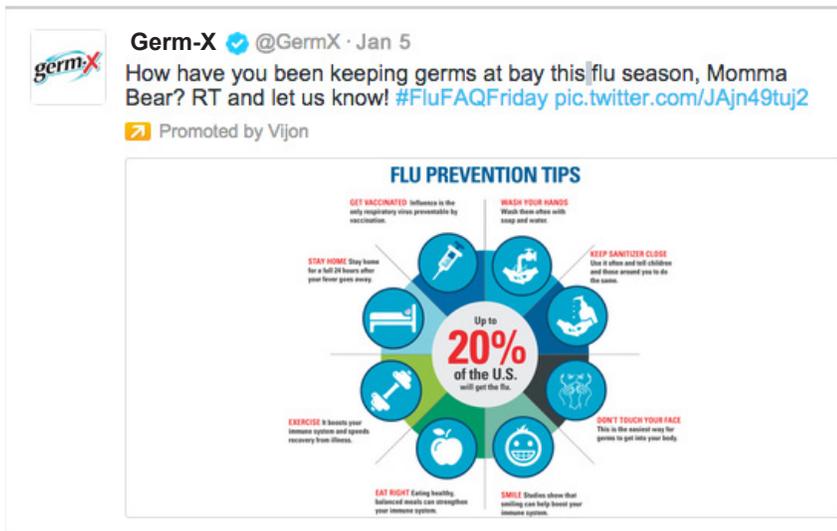
This campaign will use Facebook posts for three purposes: sharing photos of the new animal-print packaging, sharing animal fun facts, and sharing “Flu FAQs”, accompanied by infographics about flu prevention – how to get treated, how to recognize symptoms, and so on.



Facebook



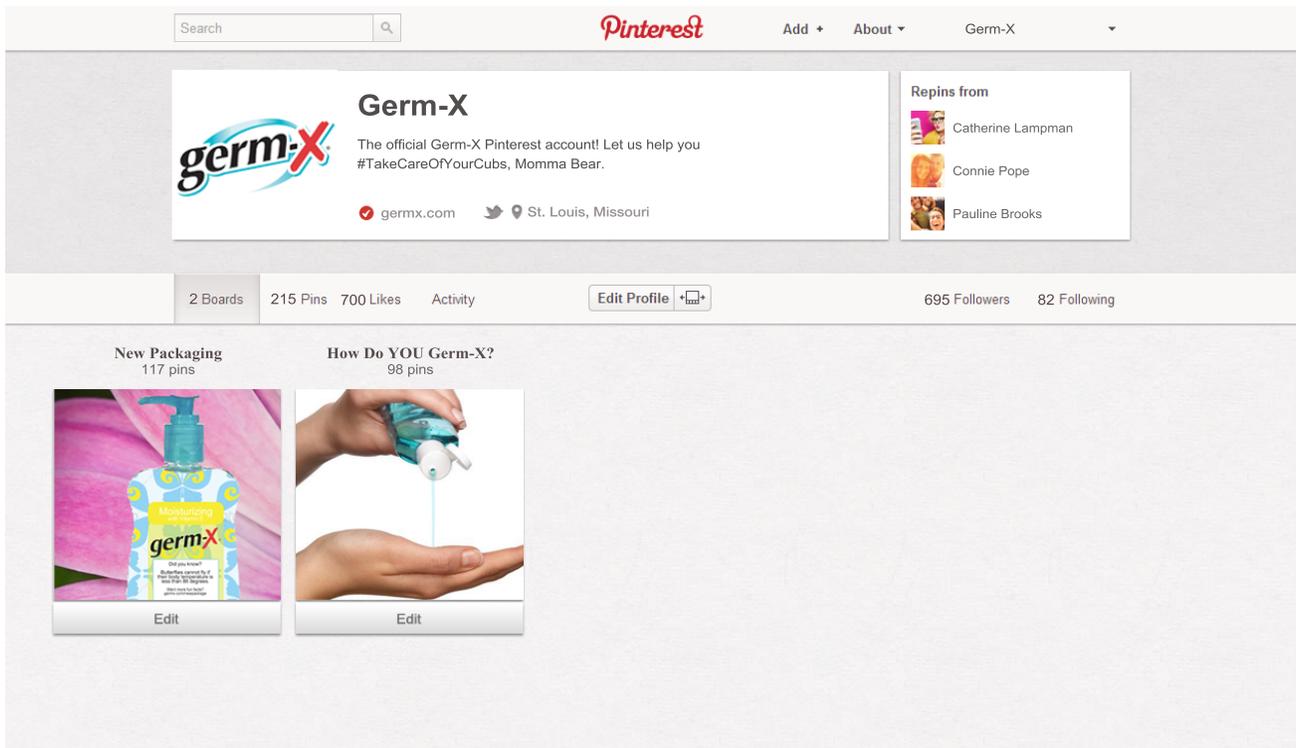
Twitter



Twitter posts on the new @GermX account will share Flu FAQs each Friday, with posts hashtagged #FluFAQFriday. Throughout the week, users will be encouraged to interact with @GermX by sharing the germ-fighting tactics they use at home, on the job, and so on. These will be retweeted and shared further by @GermX.

# Pinterest

**Pinterest will be Germ-X's primary social media platform. It will be used to connect with the Internet-savvy "Momma Bears." Photos shared to the Germ-X account will display creative ways to use Germ-X other than as hand sanitizer. A special board will be created exclusively to showcase the new animal-print packaging.**



# Print

**Help your hive**  
this cold and flu season

Check out our new packaging!

Moisturizing  
with Vitamin E

**germ-X**

Did you know?  
Honeybees will usually travel approximately 3 miles from their hive.  
Want more fun facts?  
[germx.com/newpackage](http://germx.com/newpackage)

**HAND SANITIZER**

KILLS 99.9% OF GERMS\*

Hey, Queen Bee. You're in charge of that whole hive of little bees. That's a big responsibility! Make sure you have plenty of Germ-X to keep everyone buzzing and germ-free. Help your hive, Queen Bee.

Check us out on the web  
[germx.com](http://germx.com)

These product-based ads will appeal to our target by showcasing our new packaging in idealized settings. The fun copy drives the catchy headline home by talking directly to the reader. The ads call out the brand new packaging and leads the reader to our social media pages to learn more. These print ads will be placed in People Magazine and Good Housekeeping Magazine throughout January, February and March.

## Take care of your cubs this cold and flu season

**Check out our new packaging!**

Moisturizing with Vitamin E  
**germ-X**  
Did you know?  
Bears can run up to 40 miles per hour fast enough to catch a running horse.  
Want more fun facts? germx.com/new-package  
**HAND SANITIZER**  
KILLS 99.9% OF GERMS

Listen, Momma Bear, it's cold and flu season - the time of year everyone in the forest is passing around the sickies, and your little cubs (although you know they're exceptional) are no exception. Yes, you've taught them to wash their paws for a full twenty seconds before eating and after touching anything, but this is the wild! It's crazy out here! So send them on their way with Germ-X. Take care of your cubs, Momma Bear.

Check us out on the web  
germx.com

## Help your herd this cold and flu season

**Check out our new packaging!**

Moisturizing with Vitamin E  
**germ-X**  
Did you know?  
Horses have bigger eyes than any other mammal that lives on land.  
Want more fun facts? germx.com/new-package  
**HAND SANITIZER**  
KILLS 99.9% OF GERMS

Hey, Momma Horse. Sending your colts and fillies to horse school? With all those other horses? Make sure their saddlebags are stocked with Germ-X. Help your herd, Momma Horse.

Check us out on the web  
germx.com

## Fend for your flutter this cold and flu season

**Check out our new packaging!**

Moisturizing with Vitamin E  
**germ-X**  
Did you know?  
Butterflies cannot fly if their body temperature is less than 86 degrees.  
Want more fun facts? germx.com/new-package  
**HAND SANITIZER**  
KILLS 99.9% OF GERMS

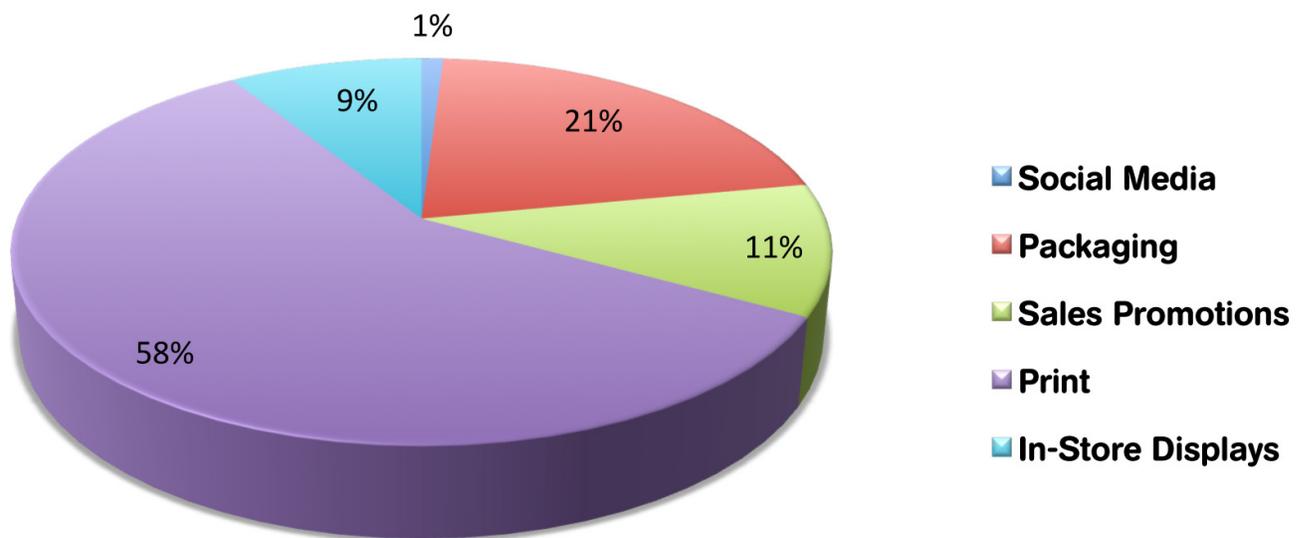
Sending your flutter of little nymphs off to school, Madame Butterfly? All dressed bright and beautiful with their fabulous colors and accessories? Don't forget the one thing they can't go without: Germ-X. To keep those sticky little hands germ-free and flu-free. Fend for your flutter, Madame Butterfly.

Check us out on the web  
germx.com

# Budget/Measurements

**Budget: \$3,461,191**

## Budget Breakdown



## Measurements

**We will evaluate the success of this campaign by measuring the following:**

- *Amount of new likes, follows and interaction we have with users across all utilized social media platforms.*
- *Amount of coupon uses after purchases.*
- *Overall Germ-X sales increase in Walmart stores.*
- *Number of People and Good Housekeeping magazines distributed.*
- *Amount of coupon mailings distributed.*

# Conclusion

**With this fun and engaging campaign, Germ-X will create a foundation for a long- lasting relationship with the Momma Bears of the world. We will show them that Germ-X fits into their busy lifestyles, but doesn't cut corners on the cuteness. It will become the first name that pops into the target's mind when they hear "hand sanitizer."**

**Not only will they be able to experience Germ-X in-store, they will be able to engage in conversation with the brand on social media. This campaign will further strengthen brand loyalty among the target.**

# Team List

*Team Lead*  
**Emily Weaver**

*Accounts*  
**Melanie Canning**  
**Julie Turek**

*Copywriting*  
**Sean Prindiville**

*Art Direction*  
**Matt Braxmeier**  
**Emily Weaver**

*Plans Book*  
**Emily Weaver**