

The Cold Water Crew Campaign



"People increasingly rely on us to deliver superior solutions that are sustainable. Our world requires that we do our part in this regard." ¹

Jon Moeller, Chairman of the Board, President, and CEO of Procter and Gamble

We express our utmost appreciation to Professor Nankin and Dr. Chiagouris for their guidance, dedication, and passion.



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Executive Summary

An excessive number of detergent ads has numbed the minds of 18-35 year olds, causing them to think there is nothing new to learn. They are not washing their clothes in cold water because they are unaware how effective and beneficial cold water can be when used with Tide.

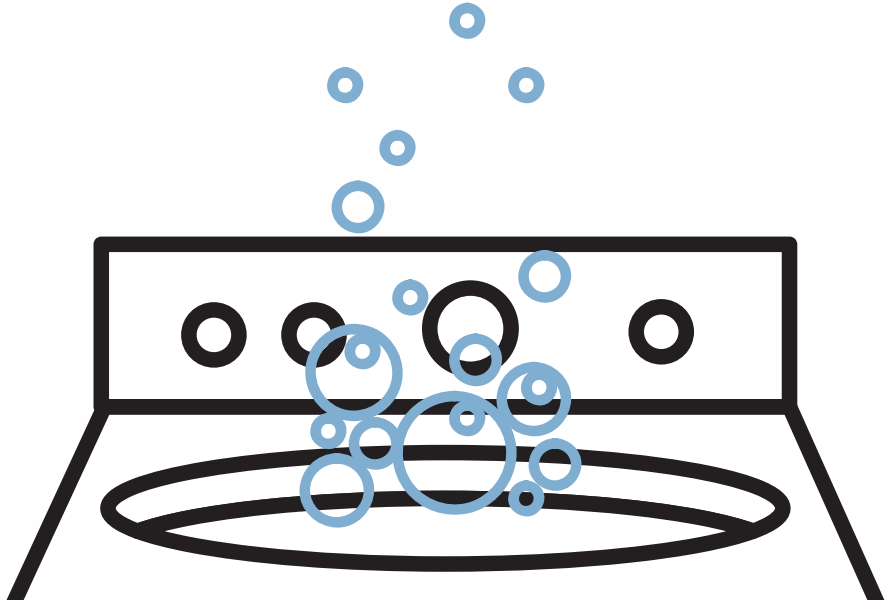
The Cold Water Crew Campaign aims to bridge the gap between 18-35-year-olds’ perceptions of cold water washing and the effectiveness it actually provides when using Tide. The campaign focuses on the cleaning, cost savings, and environmental benefits that come when washing with Tide in cold water.

Whenever possible, the campaign emphasizes Busy Bees, 25-35-year-old women — especially moms — because they hold the most purchasing power and daily responsibilities such as laundry.

To increase cold loads and place Tide as the number one choice for Busy Bees and all 18-35 year olds, the Cold Water Crew (CWC) Campaign:

- Highlights the effectiveness and benefits of Tide in cold water in a playful and engaging way by featuring animated Cold Water Crew heroes in all advertising and owned media initiatives.
- Develops exciting content through the CWC microsite and social media takeovers that resonate with 18-35-year-olds.
- Creates memorable experiences through the Laundry Fright Nights during Halloween, Comic Con, and the Macy’s Thanksgiving Day Parade.
- Educates parents and children about the effectiveness of Tide in cold water through children’s museum tours around the country featuring Bill Nye the Science Guy.
- Makes an impact through the Tide x Special Olympics Polar Plunges.
- Engages 18-35-year-olds through limited edition collaborations with Owala and LEGO.
- Contributes to worthy causes such as American Rivers, the Special Olympics, the Planetary Society, and the Association of Children’s Museums.

The Cold Water Crew Campaign’s exciting strategy and upbeat tactics grab the attention of 18-35 year olds and position Tide in cold water as the most effective and beneficial combination when doing laundry, making Tide their number one option.



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12	Measurement and Evaluation



20 Surveys



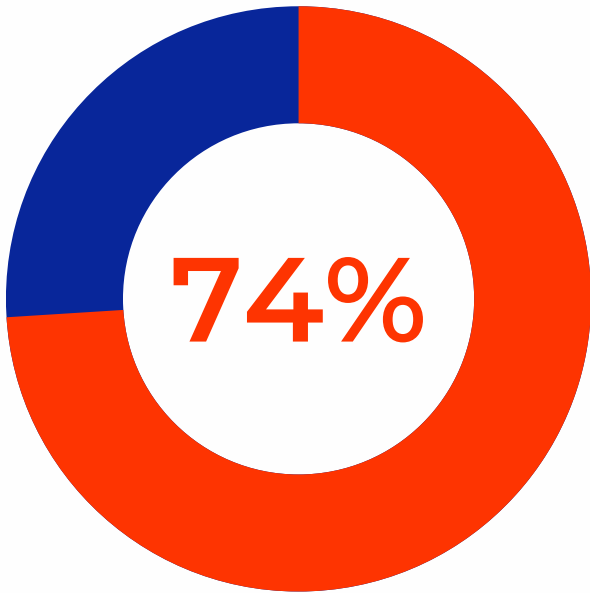
125 Interviews



1,948 Respondents

Challenge: 18-35 year olds have been exposed to a *mind-numbing* amount of detergent advertisements but cannot remember them.

In the **last 20 years**, Ad Spend for laundry detergent was approximately **\$11.7B***
Analysis of Schonfeld & Associates Data, 2023²

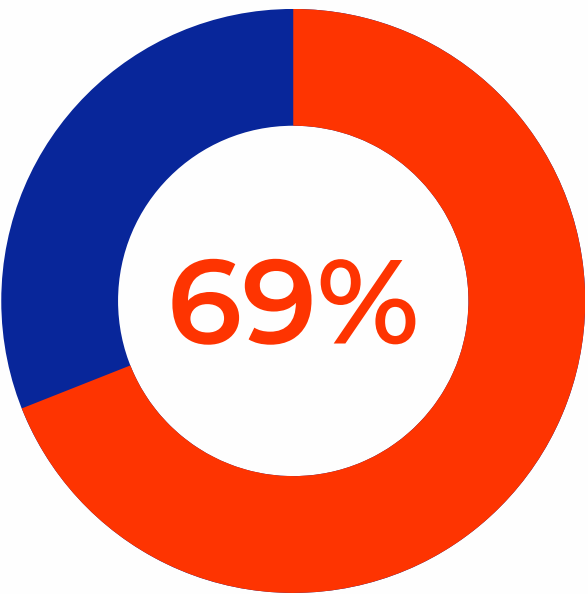


of the target **cannot describe** a laundry detergent commercial they have seen in the past 6 months.
Team 745 Research³

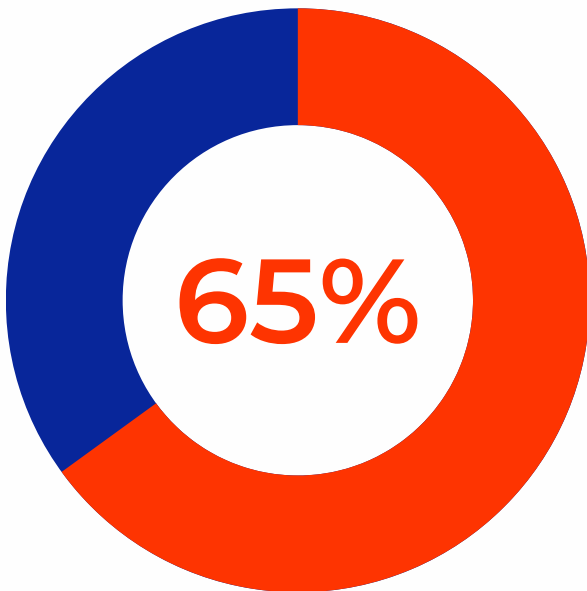
*in terms of today's dollar.

This makes them BELIEVE there is nothing new to learn.

18-35 year olds pay little attention to these ads because they believe they know all there is to know about doing laundry.



of people are **convinced** they know how to do laundry correctly.
OnePoll, 2022⁴



of the target **disagrees** that when they see a laundry detergent commercial, they learn something new about doing laundry.
Team 745 Research⁵

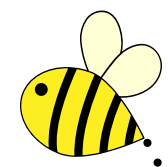
They are unaware that cleaning with cold water gets better results for their laundry, their bills, and the planet.

Sweet Spot: 25-35 year old women are Busy Bees, especially moms.

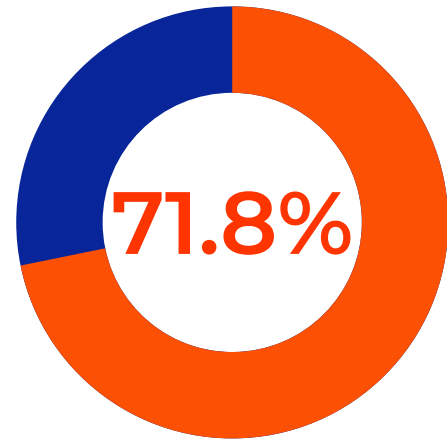
Women have a strong influence in purchasing power.

“Women drive the **bulk of purchases** and account for up to **80%** of consumer spending.”

FinanceBuzz, 2023⁶



Just like a bee, 25-35 year old women are buzzing with responsibilities.



agree with the statement “I am so busy, I often can’t finish everything I need to in a day.”

Simmons Insights, 2022⁷

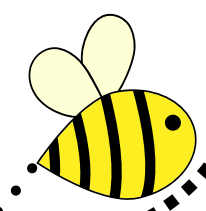
Busy Bee Moms juggle the demands of parenthood and career, while taking charge of the household tasks.

47% of Busy Bees are mothers of a child under 18.
Simmons Insights, 2022⁸

Mothers with a child under 18 spend **17.3 hours on average** doing household work* per week, **6.1 hours** more than fathers.

Pew Research Center, 2023⁹

*Household work includes average hours of caregiving and housework combined.

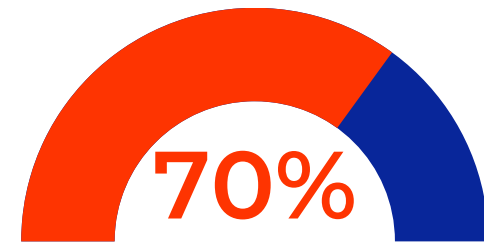


Sustainability is clearly important to Busy Bees.

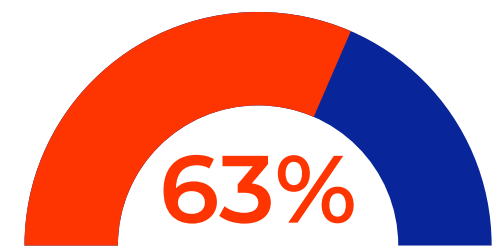
86% agree that “each of us has a personal obligation to do what we can to be environmentally responsible.”
Simmons Insights, 2022¹⁰

However, being environmentally friendly will not be enough to build the brand without emphasizing that Tide cleans BETTER in cold water...

...and is beneficial in other ways, including cost savings.



believe that hot water cleans better than cold.
Team 745 Research¹¹



disagree with the fact that cold water washing saves on energy bills.
Team 745 Research¹²

The Plan: To show that Tide in cold water cleans better.



Insight

18-35 year olds are unaware of the effectiveness and benefits of washing clothes in cold water.



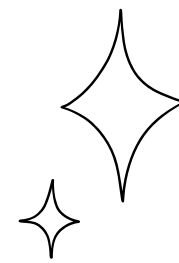
Message

Nothing is more effective than a combination of Tide and cold water for getting better results on your laundry, your bills, and the planet.



Reasons to Believe

- Tide uses enzymes that break down stains without having to use hot water.
- 70% of electricity can be cut with cold water washing, resulting in around \$250 a year saved.
- By using cold water you cut around 900 pounds of CO2 a year.



Tagline

If it's got to be cold, it's got to be Tide.



Music

"Can You Dig It" by Brian Tyler



Tone

Fun, upbeat, playful

Big Idea

We show the power of Tide in cold water personified as animated Cold Water Crew characters battling the toughest laundry challenges.

The Cold Water Crew prompts 18-35 year olds to wash in cold.



Settings

- The Cold Water Crew Headquarters
- Laundry rooms, soccer fields, and other places where stains and odors pile up.

Produced Advertisements

- 30 second ad: Battling the Bacteria
- 15 second ad: Defeating the Grass Stains
- 6 second ad: Beating a Stain Monster
- Print and Digital ads

What is Shown

In each video, we see a woman calling the Cold Water Crew Coldline due to a laundry emergency such as killing bacteria or removing a grass stain on a soccer uniform. The Crew comes to the rescue, battles Stain Monsters, and explains why Tide in cold water works best for clothes, bills, and the planet.



The Cold Water Crew Campaign combines online and offline media to accelerate conversations about the power of Tide in cold water.



What

Explain that Tide in cold water is the best choice for cleaning, saving money, and the planet.

How

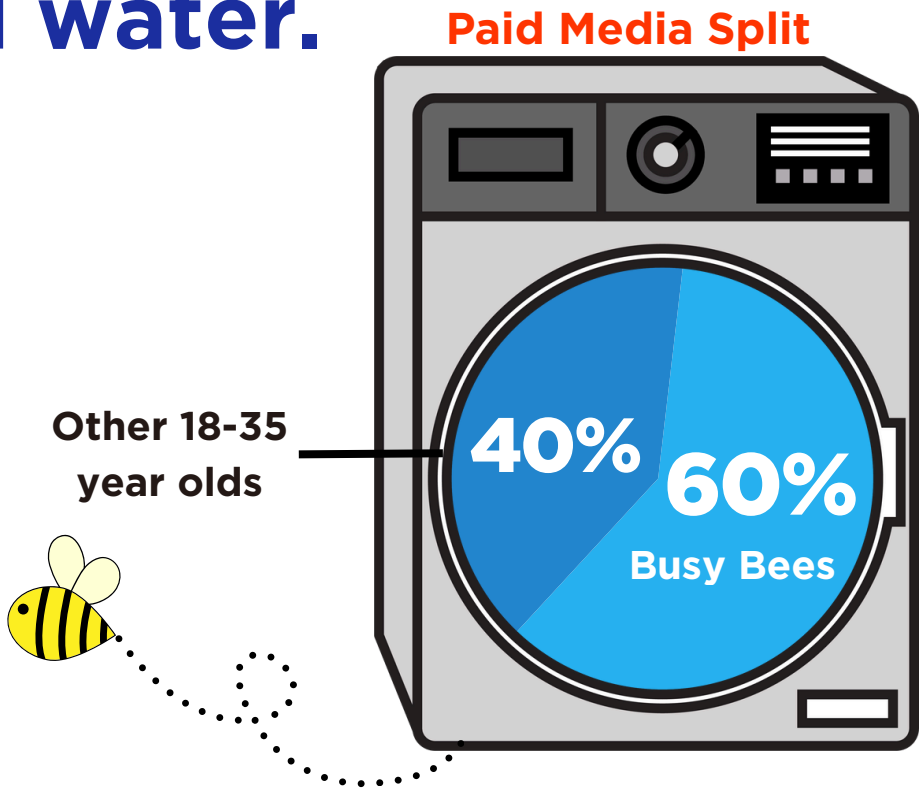
Educate 18-35 year olds on the benefits of using Tide in cold water through media outlets they consume the most.

Promote a positive association between Tide and the benefits of cold water washing.

Engage 18-35 year olds through both online and offline activations that endorse the power of Tide in cold water.

Foster connections between 18-35 year olds and Tide.

Create advocates for the use of Tide in Cold Water.



Paid Media *

Contributes to the 60 - 40 split

Video Streaming**

Hulu \$3 Million | 120,000,000 Impressions
30 and 60-second pre-roll and mid-roll ads, ad selector, interactive ads, pause ads, 54% of users are 18-35 years old. [Backlinko, 2023](#)¹³

Prime Video \$2 Million | 62,500,000 Impressions
30 and 60-second pre-roll and mid-roll ads 54% of users are 18-35 years old. [Similar Web, 2023](#)¹⁴

Netflix \$1 Million | 20,000,000 Impressions
15 and 30-second pre-roll and mid-roll ads 21% of 18-35 year olds switched or plan to switch to ad-supported streaming services to cut costs. [Horizon Media, 2023](#)¹⁵

YouTube \$1.5 Million | 115,384,685 Impressions
6-second bumpers, 15-second non-skippable ads, 30 and 60-second pre-roll and mid-roll ads. 21.3% of users are 25-34 years old. [DataReportal, 2024](#)¹⁶

Audio Streaming

Spotify \$0.8 Million | 32,000,000 Impressions
Display, audio, and video takeover sponsored sessions 18-34-year-olds are 72% more likely to be Spotify users. [Simmons Insight, 2022](#)¹⁷

Social Media

Facebook \$1.5 Million | 174,418,605 Impressions
30-second video ads placed in-feed. 41.7% of users are 18-34 years old. [Statista, 2023](#)¹⁹

74% of Busy Bees use Facebook as their preferred social media. [Simmons Insight, 2022](#)²⁰

Instagram \$1 Million | 111,482,720 Impressions
In-feed ads, sponsored stories, reels 52.5% of users are 18-34 years old. [Statista, 2023](#)²¹

TikTok \$0.5 Million | 54,585,153 Impressions
6 and 15-second video ads sponsored in-feed on For You Pages 61.1% of users are 18-34 years old. [Statista, 2023](#)²³

36% of Busy Bees use TikTok as their preferred social media. [Simmons Insight, 2022](#)²⁴

Direct Mail

Utility Bills \$0.8 Million | 12,500,000 Impressions
Single-sheet, multi-panel inserts Utility bills have a 97% open rate. [Nicor Gas, 2023](#)²⁵

63% of consumers prefer paper utility bills. [Consumer Action, 2019](#)²⁶

Online Retail

Target
Digital Display \$0.9 Million | 166,975,881 Impressions
Leaderboard and banner 18-34 year olds are 59% more likely to shop either in-store or online at least 15 days in 1 month, and Busy Bees are 88% more likely. [Simmons Insight, 2022](#)²⁷

Walmart
Digital Display \$1.2 Million | 59,084,195 Impressions
Leaderboard and banner 18-34 year olds are 9% more likely to shop either in-store or online at least 15 days in 1 month, and Busy Bees are 23% more likely. [Simmons Insight, 2022](#)²⁸

Amazon \$0.8 Million | 160,000,000 Impressions
Sponsored product search 74% of 18-24 year olds and 72% of 25-34 year olds cite Amazon as their most preferred shopping channel. [Cowen, 2021](#)²⁹

Publications

Cosmopolitan
Print \$0.6 Million | 940,514 in Circulation
6 half-page ads, inserts
Digital Display \$1.85 Million | 13,420,928 Impressions
Leaderboard and banner ads Busy Bees are 146% more likely to read Cosmopolitan. [Simmons Insight, 2022](#)³⁰

Good Housekeeping
Print \$1 Million | 1,624,798 in Circulation
6 half-page ads, inserts
Digital Display \$1.85 Million | 27,837,610 Impressions
Leaderboard and banner ads Busy Bees are 78% more likely to read Good Housekeeping. [Simmons Insight, 2022](#)³¹

More

3D Billboard \$1.7 Million
Drone Show \$1 Million
Search Engine Marketing \$1 Million
Opportunistic Buys \$1 Million

*Does not include \$15 million in promotional ads to drive traffic to events.

\$25 Million or

over 1.2 Billion Impressions

**77% of US adults aged 18 to 34 prefer streaming platforms over cable TV. [eMarketer, 2023](#)¹⁸

18-35 year olds connect with the Crew through digital platforms.



Crew Headquarters: www.ColdWaterCrew.Tide.com

The microsite highlights the campaign through:

- Information about The Cold Water Crew events and collaborations: Laundry Fright Nights, the Macy's Day Parade, Comic Con, Children's Museums Tour, Polar Plunges, Tide x Owala, and Tide x LEGO;
- The Coldline, an AI chatbot that, depending on a visitor's laundry question, chooses a specific Cold Water Crew member to answer;
- A sneak peek into the Cold Water Crew Comic Book;
- Links to Tide's social media platforms.

Join the Cold Water Crew on Social Media.

- The CWC takes over Tide's Instagram, Facebook, YouTube, and TikTok accounts.
- The Crew engages in content that entertains and educates viewers about the benefits of Tide in cold water, while also showcasing the Crew members' personalities.
- Using Tide's Instagram and Facebook filters, visitors can become one with the CWC and post a selfie using **#ColdWaterCrew & #CWC**.



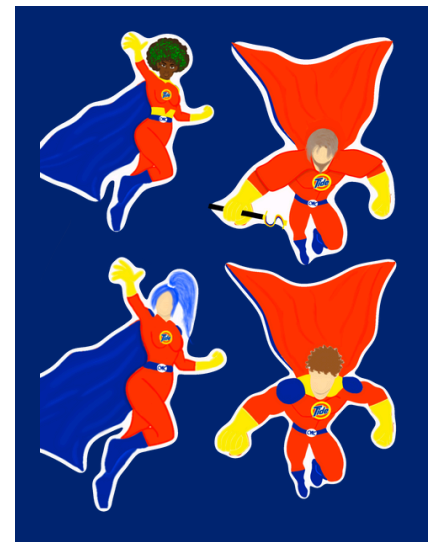
The microsite can also be accessed by scanning the QR code on every cap of limited edition CWC-themed Tide bottles.

Captivating initiatives build excitement...

American Rivers Run Cleaner With the Tide x Owala Collaboration.

The Tide Owala bottle comes in Tide's classic colors, along with a pack of CWC stickers to decorate your bottle. It is offered in the traditional 24oz and 16oz Kids' FreeSip sizes for \$27.99 and \$22.99. With every purchase made, five percent of proceeds go to American Rivers to help with river conservation across the country.

CWC Stickers



"The target market for the reusable water bottle market is the aware and concerned young population, which takes a keen interest in the current conditions of the world and dedicatedly takes action to bring about a positive change in the environment."

Expert Market Research, 2023³²

The CWC LEGO Collections Build a Hive of Excitement.

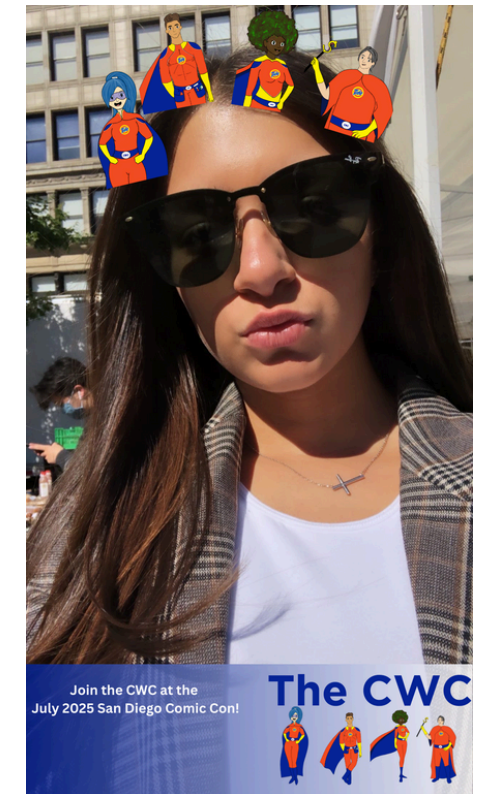
Tide partners with LEGO for a limited edition collection of Cold Water Crew LEGO Sets, featuring the Crew and various dioramas including their headquarters and a laundry room. The backs of boxes contain information about the power of Tide in cold water and a QR code to the microsite. Available at LEGO retailers nationwide and online for \$79.99.



A Free Trip to Comic Con is All the Buzz.

Promoted throughout the year, Instagram and Facebook users apply a Tide Cold Water Crew filter in a post or story with **#ColdWaterCrew** or **#CWC** to become one of 250 randomly chosen winners for two VIP tickets to the July 2025 San Diego Comic Con, hotels and flights included.

With over 300,000 attendees, Comic Con is the perfect place for the Cold Water Crew to emphasize the effectiveness and benefits about the power of Tide in cold water--and expand its fan base.



Cold Water Crew Comic Con Booth



18-24 year olds are 86% more likely and 25-35 year olds are 46% more likely to attend Comic Con-like conventions.

Team 745 Analysis of Eventbrite Data³³

Unleash Your Inner Laundry Hero With the Cold Water Dunk Tank at Comic Con.

Whoever dunks the Grass-Stain Ghouls by throwing a ball to hit the target hard enough wins a custom Tide x Owala reusable water bottle, a goodie bag of Tide products, the exclusive CWC LEGO set, and CWC merch. The dunk tank is streamed live on Tide's social media platforms.

Exclusive Cold Water Crew Comic Books and CWC LEGO sets are available for attendees to purchase.

46.6 million women in the US read comics.
Team 745 Analysis of Gitnux market data³⁴

Cold Water Crew Comic Book



...and generate enthusiasm all year long.

Laundry Fright Nights Concoct Halloween Thrills.

Prepare for chilling encounters with laundry-lurking creatures through 20 cities from October 24th to 31st.

Alert the hive! The CWC has been captured by stain monsters. Promoted through BucketListers, Tide's social media, and local radio, Tide hosts laundromat themed haunted houses where parents and children act as CWC assistants to release the Crew.

- **Room 1:** Traverse the Washing Machine Maze and battle stain monsters in search for the key to release Eco Guardian at the end of the maze.
- **Room 2:** Cross the Clothes Line Labyrinth and dodge germ ghosts and ghouls to free Savings Wizard.
- **Room 3:** Wander through the Bewitched Bubble Bunker, a room full of bubbles, avoiding bacteria beasts to rescue Captain Cleanse.
- **Room 4:** Travel through Tide's Abandoned Laundromat to fight off the final dirt demons, saving Cold Commander and restoring her with the rest of the CWC.

To thank assistants for successfully restoring the power of the Cold Water Crew, they receive a Tide x Owala Bottle, a Tide towel, and a CWC cape.

Release the Crew Online

On the microsite during Halloween week, there are online haunted houses where visitors play to save the Crew virtually. Winners receive a Tide towel and a CWC cape in the mail.



Reach Families All Over the Country With the Macy's Thanksgiving Day Parade.

Tide's Cold Water Crew balloon gets the buzz going with the Earle family, the Bryant family, and the Ripa-Consuelos family as they report to their millions of followers from Tide's CWC decorated suites at the Ritz Carlton Central Park overlooking the parade.



The Macy's Thanksgiving Day Parade has a 7.2 rating among 18-49 year olds. ³⁵
Nielsen, 2022

The Cold Water Crew, Bill Nye, and Children Across the Country Embark on a Journey of Discovery.

Through a countrywide museum tour and the auspices of the Association of Children's Museums, the CWC and Bill Nye, President of the Planetary Society, educate kids and parents on the science of Tide in cold water.

Bill personally attends the first of 50 pop-up exhibits, promoted through local radio and streamed live on the microsite as well as Tide's and Bill's social media. He visits other museums virtually in a prerecorded video that explains and demonstrates the science behind Tide in cold water. Tide donates \$500K to each organization. If other museums want to host the pop-up exhibits, they can make a request through the Association of Children's Museums.

- **Station 1:** Kids and parents draw on white T-shirts, simulating stains and germs, while the Crew explains the importance of removing stains and fighting germs.
- **Station 2:** With Cold Commander and Captain Cleanse, kids dunk temperature-reactive shirts into cold water, changing them from orange to blue, symbolizing cold water's pristine cleaning.
- **Station 3:** Eco Guardian and Savings Wizard explain how cold water cleaning is not only more effective, but better for the environment and saves money.
- **Station 4:** Kids are gifted a new T-shirt, a CWC cape, and leave with an understanding of how Tide in cold water fights stains and germs.

Past museum tours reached 3.4 million in-person visitors. ³⁶
Association of Children's Museums

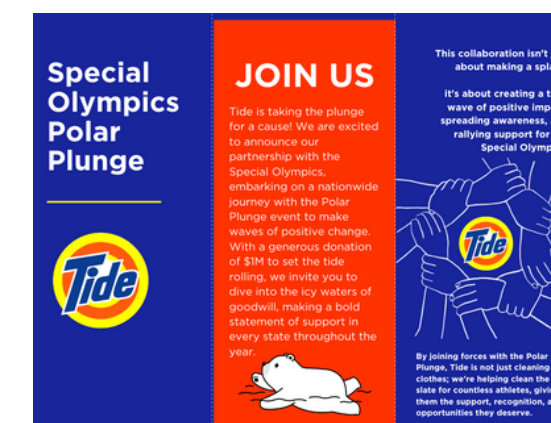


The Tide x Special Olympics Polar Plunges Make a Splash.

To kick off the plunges, Tide donates \$1M to the Special Olympics.

Taking place in every state throughout the year, fundraising participants get a temperature-reactive Tide x Special Olympics shirt to wear in the plunge. Afterwards, they receive a Tide Towel and a Tide x Owala bottle.

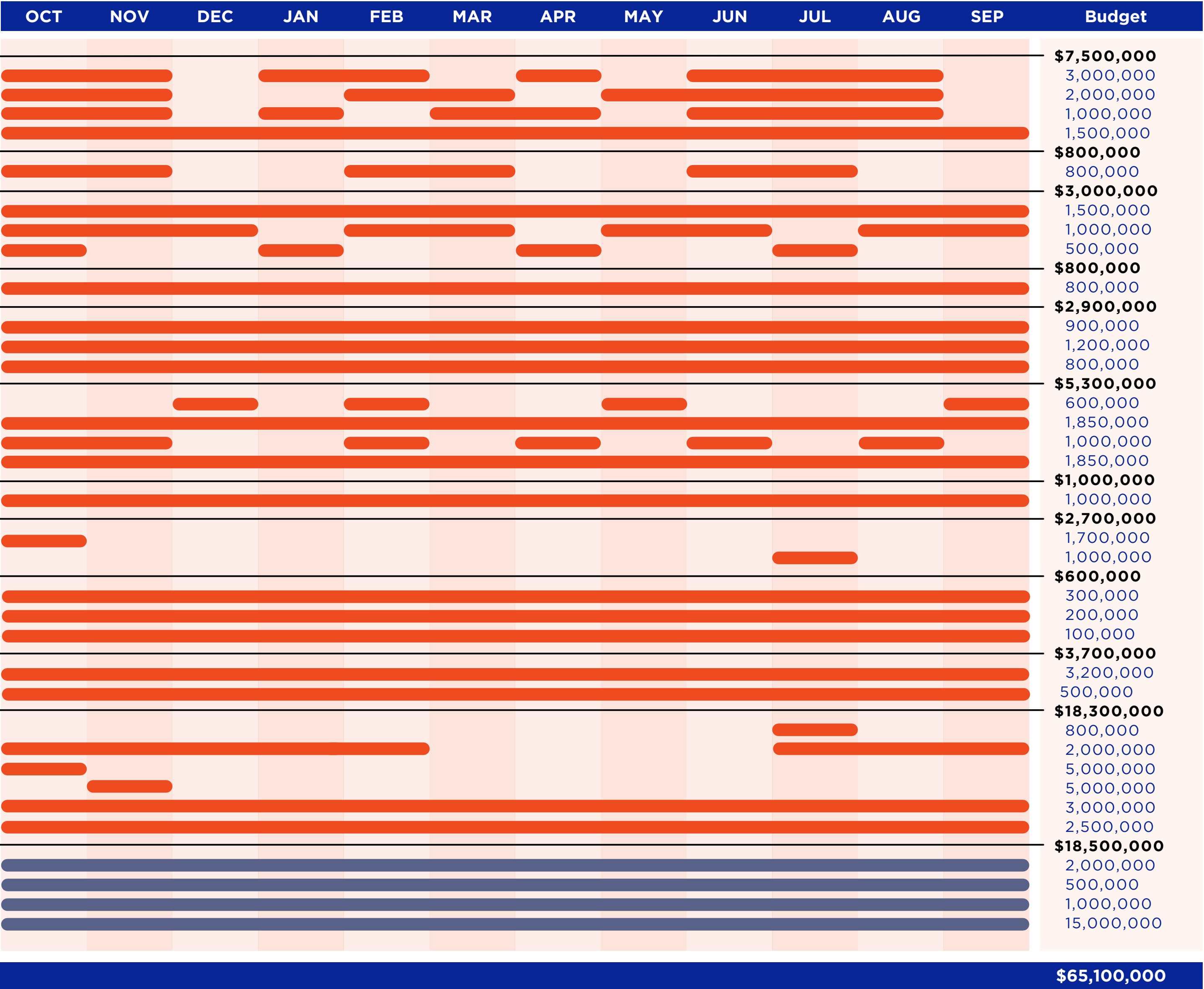
All plunges are streamed on Tide's social media platforms where viewers have the option to donate.



Approximately 6.5 million people in the United States have an intellectual disability.

³⁷
Special Olympics

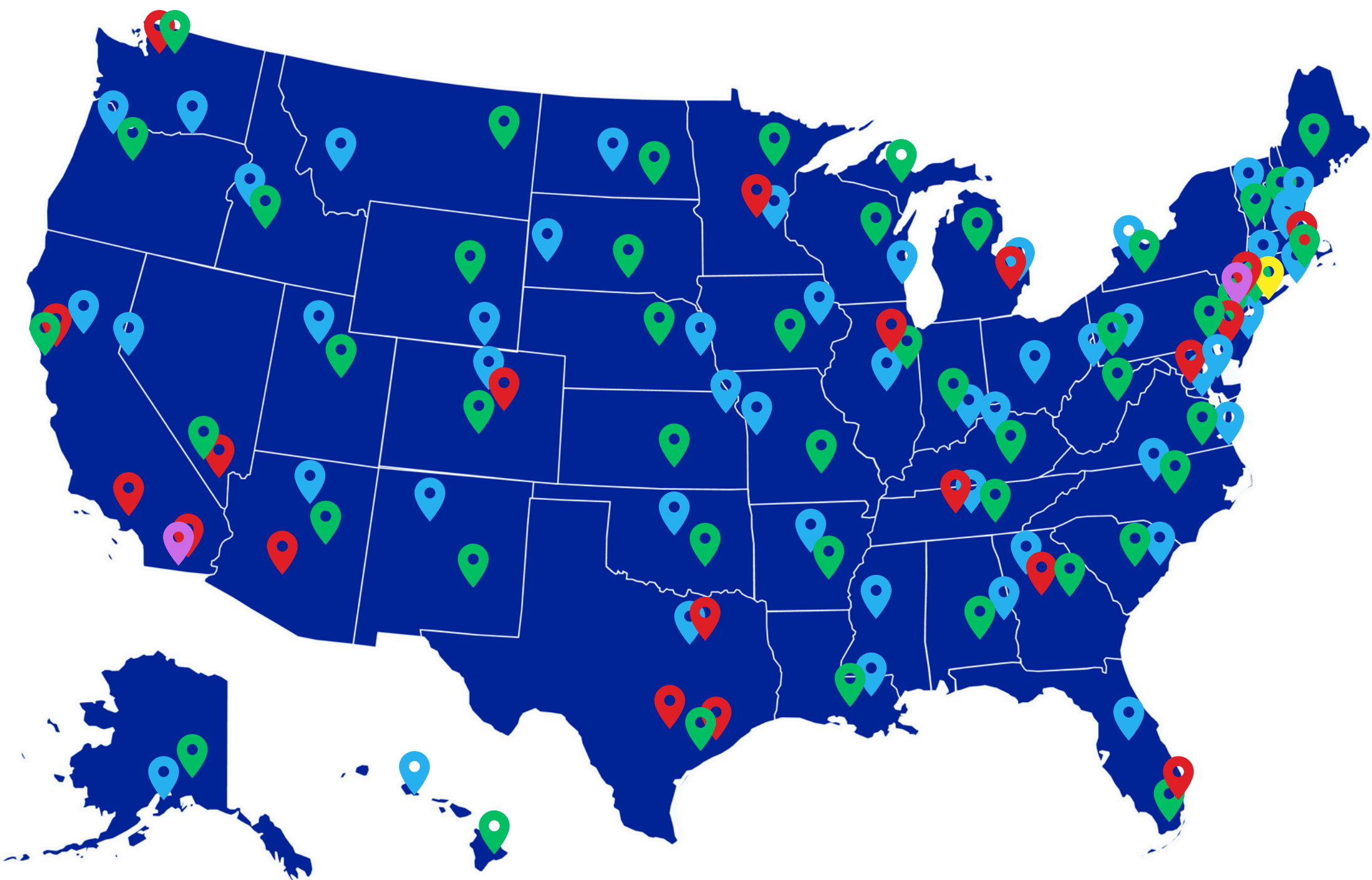
Cold Water Crew Campaign Flowchart



Total Budget: \$65,100,000

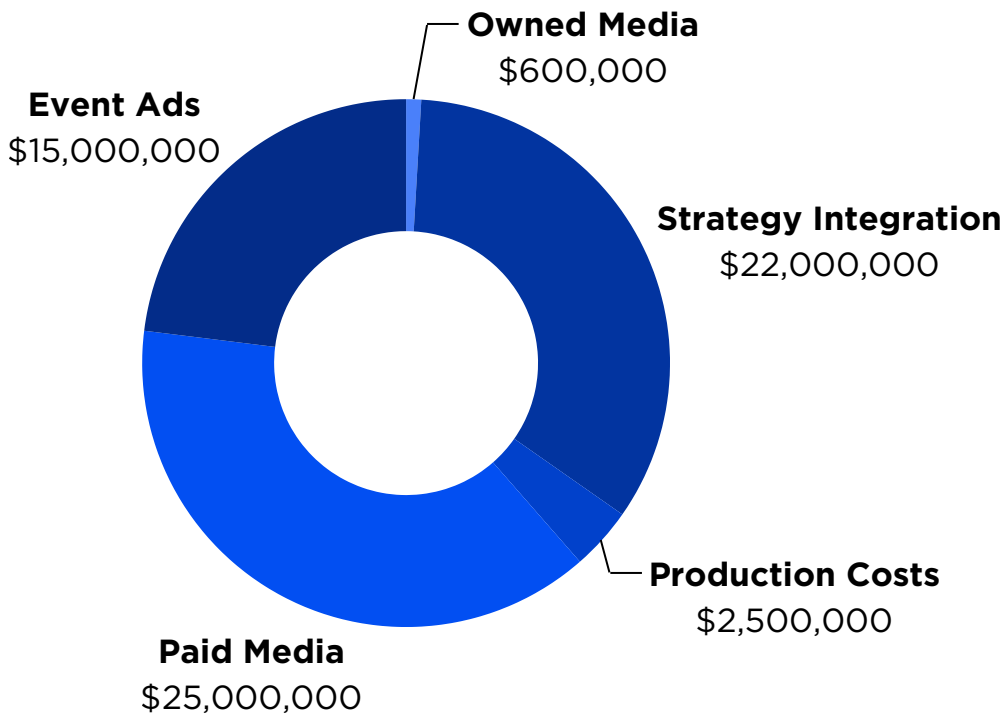
Event Map

The campaign targets these locations with events and experiences tailored to Busy Bees as well as all other 18-35 year olds.

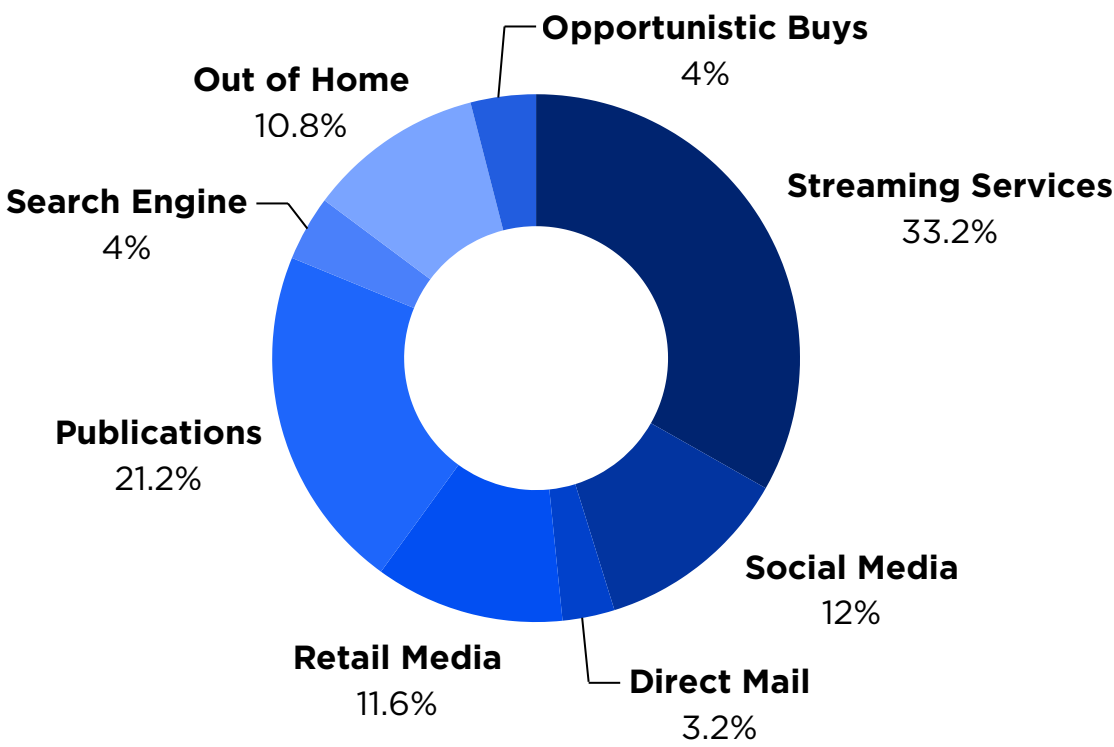


- Comic Con
- Fright Nights
- Children's Museums
- Macy's Thanksgiving Day Parade
- Polar Plunge

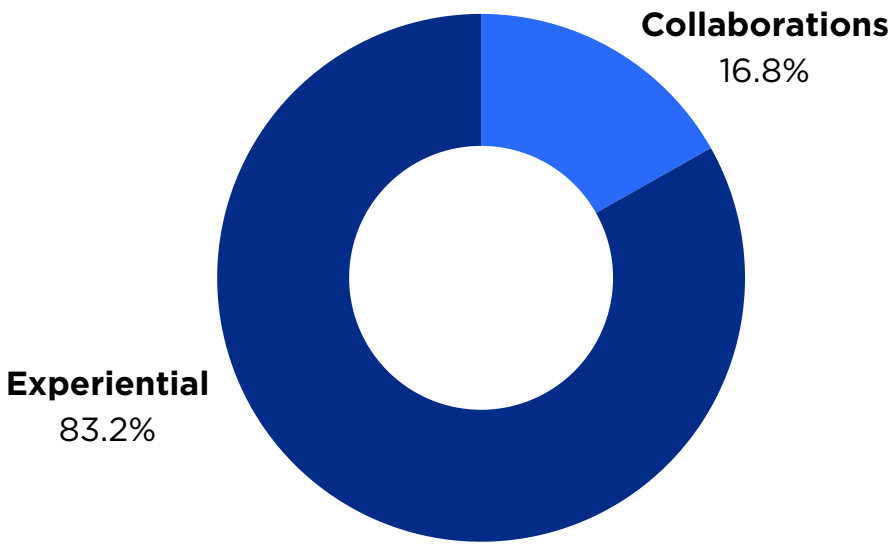
Total Breakdown



Paid Media*



Strategy Integration



**Paid Media represents Branded Advertising and does not include Event Ads that drive traffic to local events.*

“If you cannot measure it, you cannot improve it.” - Lord Kelvin³⁸

Measuring success is vital both during and after the campaign. We evaluate the impact of our executions through a variety of research-driven methods.

Goals & Objectives

- To convert current non-Tide users to wash with Tide in cold water.
- To engage 18-35 year olds in a new and playful way.
- To educate 18-35 year olds on the benefits of cold water washing:
 - Effective cleaning
 - Cost savings
 - Sustainability
- To contribute to Tide’s mission of converting 75% of loads to cold by 2030.

Ongoing Evaluations

- Assess digital ads’ click-through rates.
- Evaluate the completion rate of video and audio ads.
- Measure visitor engagement on the microsite.
- Measure social media engagement.
- Analyze user sentiment on social media.
- Track attendance and engagement for all owned and sponsored activations.

Return on Marketing Investment

Concept Test Estimate

The Cold Water Crew campaign has the power to turn **74%** of 18-35 year olds to cold water washing, and **67%** of those are non-Tide users who indicated they would use Tide in cold water.

Measurement Tools

- Google Analytics 4 to track microsite engagement and traffic.
- Parameter text with Google Analytics 4 to measure QR code’s effectiveness.
- Keyhole to track performance of organic social media content and hashtags.
- HootSuite Analytics to track KPIs of paid social media.
- Hulu Ad Manager and similar tools on other streaming services for KPIs of video and audio ads.

Future Recommendations

The Coldline AI chatbot

- We recommend implementing the AI chatbot on the main website for a new level of website-effectiveness for Tide.

New York Comic Con 2025

- We recommend extending the Tide x Comic Con Sweepstakes to win a trip to New York Comic Con in October 2025, using part of the 2024-2025 event ad budget throughout the summer. New York Comic Con has a 1/3 larger audience than the San Diego location.

Macy’s Thanksgiving Day Parade

- We recommend continuing the CWC balloon in future Macy’s Thanksgiving Day Parades to foster relationships between the Crew and parade viewers as they look forward to seeing them each year.

Polar Plunge

- We recommend continuing the Polar Plunges to keep emphasizing the effectiveness of cold water washing, while supporting the Special Olympics.

Children’s Museums

- We recommend continuing the Children’s Museum Tour and expanding to more locations across the country to have a greater reach to families across the nation.

IF IT'S GOT TO BE COLD,



IT'S GOT TO BE TIDE.



