



# Turning the Tide

*The Book of Bluezz*



**Created by: Tony Winslow**  
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### Information About Our Client

Tide Coldwater is a product created by Procter and Gamble. The quoted paragraph below is the P&G purpose statement.

“We will provide branded products and services of superior quality and value that improve the lives of the world’s consumers.As a result, consumers will reward us with leadership sales, profit and value creation, allowing our people, our shareholders, and the communities in which we live and work to prosper” (pg.com).

### Financial Results from 2012 (in millions)

Net Sales= \$83,680  
 Operating Expenses= \$70,388  
 Operating Income= \$13,292  
 Net Earnings Attributable to P&G= \$10,756



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Tony graduated from Northern Kentucky University with a Bachelor of Science in Marketing in May, 2013. He has a growing passion for promoting mindful brands as well as spreading ‘green’ initiatives and ideas for more sustainable lifestyles. He is currently pursuing a career in market research, but his dream job is to be a brand manager for a brand sharing his values of honesty, integrity, and sustainability.





# Turning the Tide

The Book of Bluezz by Tony Winslow



## Executive Summary

- ◆ **Purpose:** The purpose was to provide a detailed S.W.O.T analysis of Tide Coldwater, and also to give insight to Procter & Gamble on a global issue (energy conservation/efficiency) and a cultural issue (migration) relevant to Tide Coldwater. I then created a cross-culturally appealing marketing mix encouraging purchase intentions of Tide Coldwater and engagement through social media.
- ◆ **Method:** Secondary research using peer-review academic journals, credible articles and websites, as well as consumer insight reports from Bluezzoon.
- ◆ **Findings:**
  - 82% of energy used in the U.S. is from fossil fuels.
  - There is predicted to be a “nearly 50 percent jump in global energy demand by 2035” (Conger, 2010)
  - Tide Coldwater’s target market is Millennials. Millennial behaviors are the leading indicators of future trends (Barton et. al., 2012).
  - Millennials are a melting pot of different cultures including Mexicans, Brazilians, Indians, Chinese, and Americans.
  - Millennials in the U.S. are concerned about their impacts on the environment, and have high value placed on family.
- ◆ **Main Conclusions/Recommendations:**
  - State on the packaging that Tide Coldwater saves 80% of energy per load, and educate why that is important.
  - Place social media logos on bottle.
  - Put information about Actions Against Hunger Campaign on bottle.
  - Include the green P&G future friendly logo on the bottle.
  - Increase price by 10% by 2014.
  - Set up a Tide Coldwater booth at the 2014 Flying Pig Marathon with representatives from Tide Coldwater and Actions Against Hunger.
  - Create the Action Path to Smart Savings at Kroger locations.
  - Place 3x5 card in front of product with information about Tide Coldwater’s involvement in the Action Against Hunger campaign by 2014.
  - Create a Tide Coldwater tab on Tide Facebook linking to separate Tide Coldwater page by fall, 2013.
  - Include capability to calculate monthly savings
  - Actions Against Hunger (By 2014)
    - 3% of revenues of Tide Coldwater to Actions Against Hunger
    - Tide Coldwater Facebook followers and product users are also encouraged to start their own fundraiser for Actions Against Hunger. They can use Facebook to ‘share’ their cause and influence friends to donate their money.

Figure 1. Executive Highlights

 **Purpose:** Provide insights into global and cultural issues and update marketing mix. 

 **Approach:** Mindful Marketing

 **Method:** Secondary Research

 **Findings:**

- 82% of energy from fossil fuels
- 50% energy demand increase by 2050
- Diverse millennial market with growing environmental and family concerns

 **Recommendations:**

- Updated bottle packaging
- P&G future friendly logo
- Increase price
- Involvement with Flying Pig Marathon
- ‘Action Path to Smart Savings at Kroger locations
- 3x5 promotion card
- New Facebook
- Actions Against Hunger



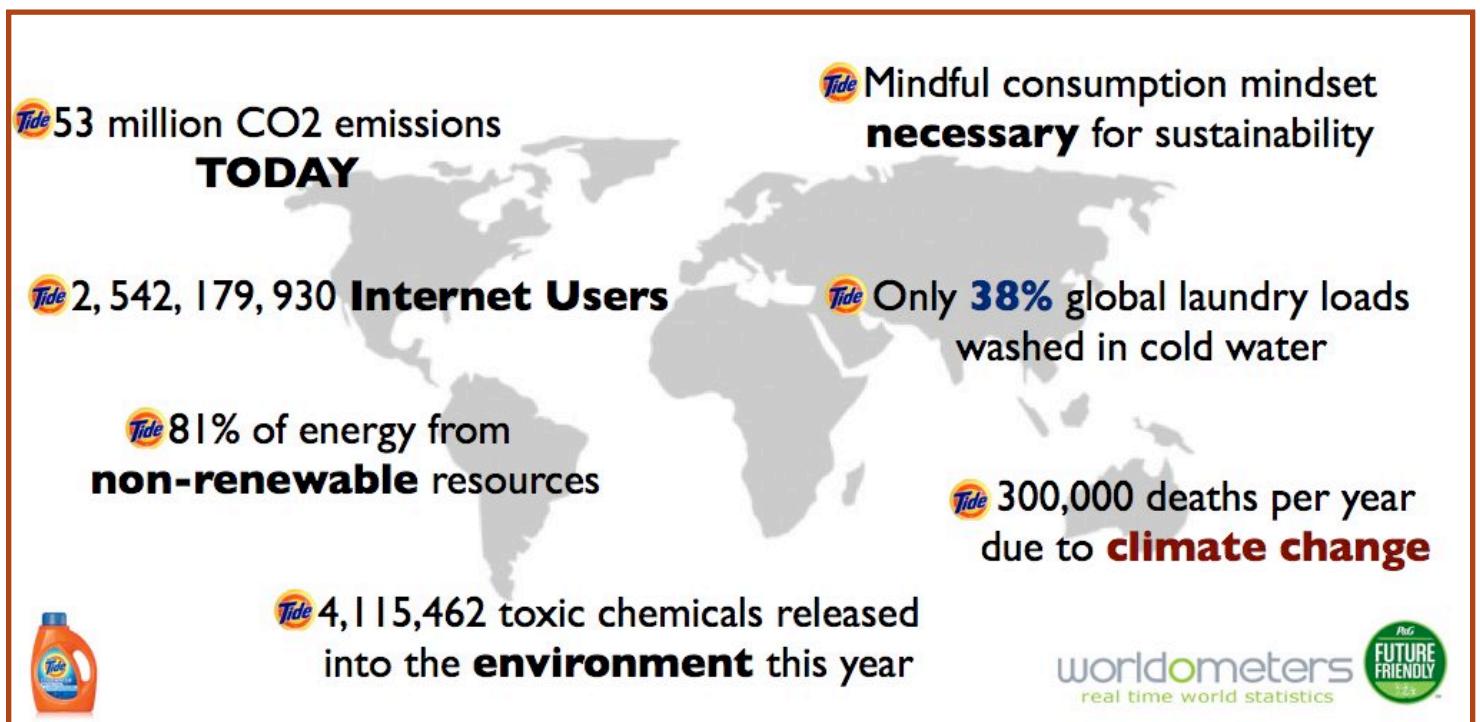





## Introduction

Consumers in the U.S. and around the world cling to the belief that clothes must be washed in hot water in order to gain the best cleaning results. Little do they know that they are “squandering energy and contributing to greenhouse gas emissions” (Martin, 2011) when they wash clothes in hot water. Business firms and individuals around the planet are sharing the same limited energy resources, and the greater use of heat/electricity affects the sustainability of the planet. This problem affects our society, the livelihoods of our future generations, and our wallets. Tide Coldwater use can save up to 80% of energy used per load, which saves consumers money on their electricity bills (Tide Coldwater, 2012). However, globally, only 38% of laundry loads are washed in cold water (Martin, 2011). The marketing problem faced here is that Tide Coldwater needs to increase consumer engagement through social media by 10%, educate consumers on the importance of energy conservation, and engage consumers in using Tide Coldwater to save \$1 million in utility bills and one month as well as reduce CO2 emissions by 6 million pounds. In order to accomplish this, Tide Coldwater must promote a mindful consumption mindset among target consumers which is defined by Sheth, Sethia, and Srinivas (2010) as a “consumer mindset of caring for self, for community, and for nature, that translates behaviorally into tempering the self defeating excesses associated with acquisitive, repetitive, and aspirational consumption” (21) A reduction in carbon emissions can help sustain P&G longer, as well as provide them with more resources to make their products. As of 10:45 AM June 3, there have nearly been 42 million CO2 emissions today alone, and 81% of energy has come from non-renewable resources (Worldometers, 2013). There have also been 4,115,462 toxic chemicals released into the environment this year (Worldometers, 2013). CO2 emissions contribute to climate change, which could have irreversible consequences on the planet. It also contributes to over 300,000 deaths annually while leaving 325 million affected people (Sheth et. al., p 25). Improper energy use can lead to dastardly consequences, and use of Tide Coldwater is a proper step to take to reduce the damage that excessive energy use has on the environment.

Figure 2. The World Now





## 1. Situation Analysis

This is the first step in marketing planning where we will conduct a SWOT analysis to learn about Tide Coldwater’s competitive environment. In this step, we to learn about the product identity, target market, major competitors, and marketing mix.

### 1.1 Internal Analysis

A major strength of Tide Coldwater is that it is a P&G product. P&G has a global presence in 180 countries, and has provided 175 years of service to the world (pg.com). Procter and Gamble proves that the company is environmentally and socially responsible, and is goal oriented. These factors combined with a talented and smart work force provide Tide with a trusted foundation. P&G makes Tide a brand that consumers know and can appreciate. Another strength of Tide Coldwater is the product itself. Tide Coldwater has a special formula designed specifically for cold water, and is designed to save consumers money on their electricity bill. A weakness of Tide Coldwater is that Tide is not utilizing its promotion mix effectively to promote Tide Coldwater. Tide has a strong presence on social media, but Tide Coldwater is not specifically promoted. Although Tide does use promotion to focus on consumers’ egoistic values (i.e saving money), their promotions fail to stress the importance as to why using Tide Coldwater is beneficial for the environment. Below is a summary of the internal analysis.

Environmentally and socially responsible company  
Saves consumer money  
Trusted brand  
Weak promotion  
Overshadowed by Original Tide

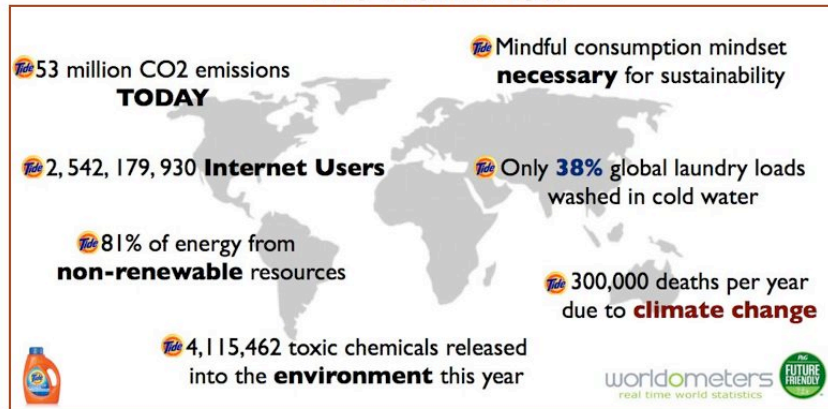
Tide Coldwater has a major opportunity in promoting mindful consumption among Millennials. There are estimated to be 22 million more Millennials than Baby Boomers in the United States by 2030 as predicted by Barton, Fromm, and Egan (2012, p 3). These authors also mentioned that certain Millennial behaviors are “leading indicators of future trends” (2012). P&G has the opportunity to encourage a mindful consumption mindset among the millennial population who already believe that they can “make the world a better place” and help solve sustainability issues according to Barton et al. (2012, p 7). Tide Coldwater also has a strong opportunity in strengthening their presence on social media, and reaching 79% of Millennials who use it (Barton et. al, 2012, p. 6). Jessica Moore’s research (2012) stated that almost 65% of Millennials use Facebook (p. 6), and this creates a large opportunity for Tide Coldwater to reach Millennials. However, Tide Coldwater is also presented with threats. Consumers are giving cold water detergents the “cold shoulder”, and “consumers cling to mom’s age-old advice that hot water washes best” (Martin, 2011). Also, the U.S. and Europe are both facing economic recessions, and consumers may turn to cheaper alternatives. They may choose Gain, a lower priced P&G detergent, or exceptionally cheap detergents such as Sun. Even if more consumers start washing clothes in cold water, they may choose cheaper brands made by Purex, Wisk, and Biokleen that claim the same benefits as Tide Coldwater. Other than competition, Tide Coldwater is also threatened by the mind of the American consumer. Americans feel the least “green guilt” about their environmental impact compared to other countries, and Americans have ranked last in sustainable behavior since 2008 (Than, 2012). Another growing threat is the increasing scarcity of fossil fuels on our planet. Studies suggest that with current trends, we may run out of oil by 2041 and natural gas by 2044 (“Are We Running?”, 2013). The loss of these fossil fuels, which represent 82% of energy use in the U.S. (“Fossil Fuels, 2012), could create higher production costs for P&G and could raise product prices. P&G and consumers alike will be forced to use other means of energy resources. Tide Coldwater is also faced with the cultural issue of migration, specifically with foreigners from China, Mexico, Brazil, and India all migrating to the U.S. Therefore, it is important for Tide Coldwater to develop a unique marketing mix that adheres to many cultures while encouraging mindful consumption and purchases of the product. Below is a summary of the external analysis. See figure 3 on the next page for an infographic with key takeaways from 1.1 and 1.2.

Millennial market  
Social media  
Diversifying markets  
Cheaper alternatives  
Cold shoulder and American culture  
Fossil fuel depletion  
Migration



Figure 3. Marketing Environment

### The World Now



### Strengths

- \*Environmentally and socially responsible company
- \*Saves consumer money
- \*Trusted Brand

### Weaknesses

- \*Weak promotion
- \*Overshadowed by original Tide

### Opportunities

- \*Millennial market
- \*Social media
- \*Diversifying markets could be beneficial

### Threats

- \*Cheaper alternatives
- Cold shoulder and American culture
- \*Fossil Fuel Depletion
- \*Migration

### Migration

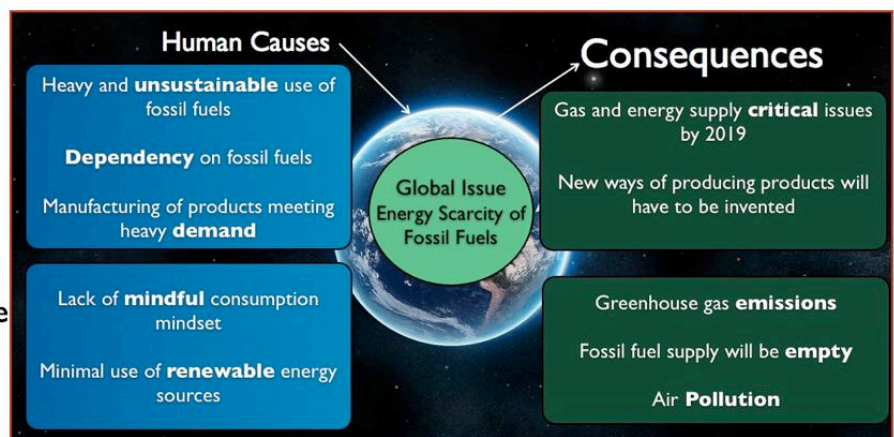


And why it matters to the...

**Firm:**  
23% of U.S. immigrants from Mexico  
Dynamic target market  
Need to alter four P's

**Society:**  
Threat to American jobs  
Multiculturalism  
Dissatisfaction with 'American dream'

**Planet:**  
Threat of cultural assimilation  
Growing trend of overconsumption  
Need to share knowledge



Touching lives, improving life. **P&G™**



## 1.2.1 Global Issues

P&G was the first company to create a laundry detergent designed to specifically work in cold water. They recognized that “about three quarters of the energy use and greenhouse-gas emissions from washing a load of laundry come from heating the water” (Martin, 2011). The more energy humans use contributes to increased carbon emissions into the atmosphere, which leads to climate change. 80% of greenhouse gas emissions in the U.S. come from the U.S. production of energy, mostly from fossil fuels (Energy Impacts, 2013).

### The Firm

A major global issue affecting Tide Coldwater is energy efficiency and the dependency of fossil fuels on this planet. Studies show that we have less than ten years until the supply of oil and gas as well as grid energy become of critical importance to business operations (Raska, 2013, p 48). P&G must continue to act on this obstacle to maintain sustainability of the firm. U.S. Firms depend on fossil fuels for 82% of their energy demand (Fossil Fuels, 2012), and these resources are currently essential in the production of Tide Coldwater. In 2010, 191 gallons of natural and petroleum gases were used to make plastic products (“How Much Oil”, 2013). The challenge that P&G and the world faces is what resources will be used for energy consumption, and how to best utilize renewable resources to make products. Summary:

Dependency on fossil fuels/ Minimal use of renewable resources  
 Gas and energy supply critical issues by 2019  
 New ways of producing products is necessary

### The Society

As mentioned in the external analysis, consumers are giving cold water detergents the ‘cold shoulder’, even if consumers “express strong pro-environmental sentiments and a preference for green products” (Sheth et. al, 2011, p 26). Energy efficiency and the scarcity of fossil fuels majorly affects consumers and society. Due to current energy consumption levels, climate change causes over 300,000 deaths and “leaves 325 million people seriously affected” annually (Sheth et. al., 2011, p 25). Fossil fuel use is also a major cause of air pollution, which will be the number one environmental cause of death by 2050 (OECD, 2013). Consumers are unaware of the various benefits of Tide Coldwater, and the fact that 80% of energy in laundry loads comes from heating the water. It is essential for more consumers to establish mindful consumption mindsets, and to learn how to be more energy efficient through the use of Tide Coldwater. Summary:

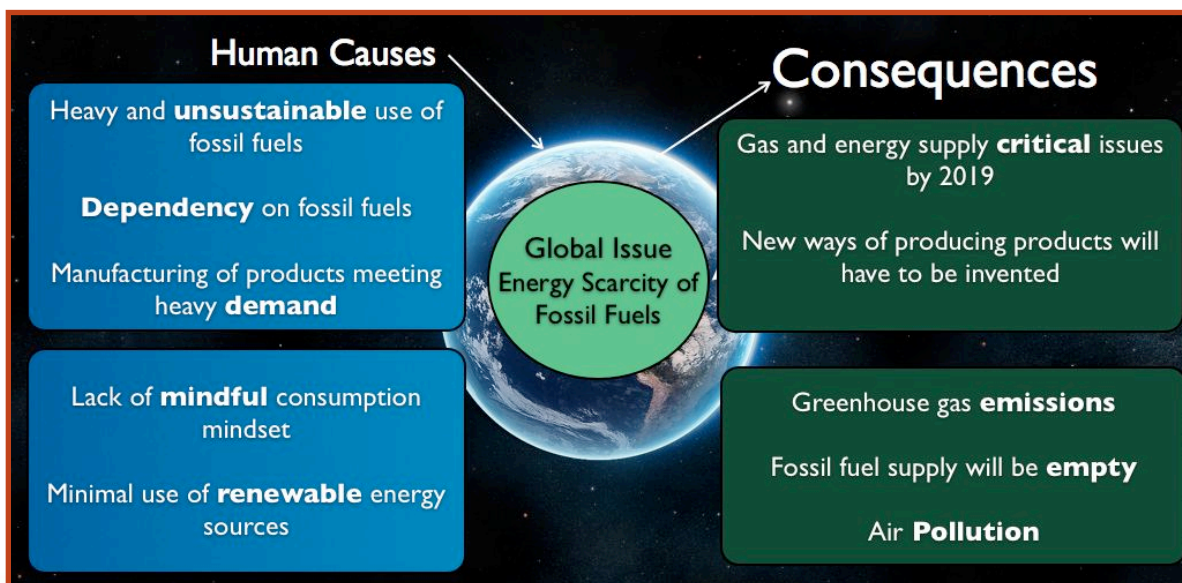
Air Pollution  
 Heavy demand of products  
 Lack of mindful consumption mindset

### The Planet

The current level of ‘green’ consumption is not having enough positive impact on the environment (Sheth et. al, 2010, p 26). With that, there are predicted to be 9 billion people on the planet by 2050 (Raska, 2013). This translates into increasing consumption levels and increasing demand for energy supply. There is predicted to be a “nearly 50 percent jump in global energy demand by 2035” (Conger, 2010). Firms have an even greater responsibility to be more energy efficient and search for alternative sources of energy. The current use of fossil fuels is unsustainable, and Tide Coldwater use can help reduce unnecessary carbon emissions into the environment causing heavy pollution to our air and land. See figure 4 for a visual causal change of this global issue. Summary:

Fossil fuel supply will be empty  
 Increased manufacturing

Figure 4.  
Global Issue





## 1.2.2 Cultural Issues

“America is ultimately a nation of immigrants and as a result is a cultural mishmash in every sense of the word” (Kwintessential, 2012). Due to globalization, the American culture and American families are becoming increasingly dynamic. The U.S. is seen as a land of opportunity and foreigners strive for the American dream, a free market economy, and more political and social freedoms. This brings up the cultural issue of migration, specifically of people from other cultures migrating to the U.S. Currently, 23.7% of all U.S. immigrants are from Mexico, 7% from India and Vietnam, and 4.5% are from China (Raska, 2013, p 47 S3; McCabe, 2012). Many Brazilians are also migrating to the U.S. as Forbes writer Ricardo Geromel stated in 2011 that there were nearly 1.4 million Brazilians in the U.S. Migration to the U.S. does come at costs to the firm, customers and society, and the planet.

### The Firm

In order to create a cross-culturally appealing marketing mix, P&G must have a thorough understanding of the different cultures with large presences in the U.S. Tide Coldwater must understand similarities and differences of these cultures to learn how to best encourage mindful consumption mindsets among target consumers. For example: China, India, Vietnam, and Brazil are all collectivist societies, whereas the United States is a more individualistic society (Hofstede, 2013). Collectivist cultures are much more concerned with the greater good than with individual wants and needs (Hofstede, 2013). However, all cultures place values on their families (Kwintessential, 2012).

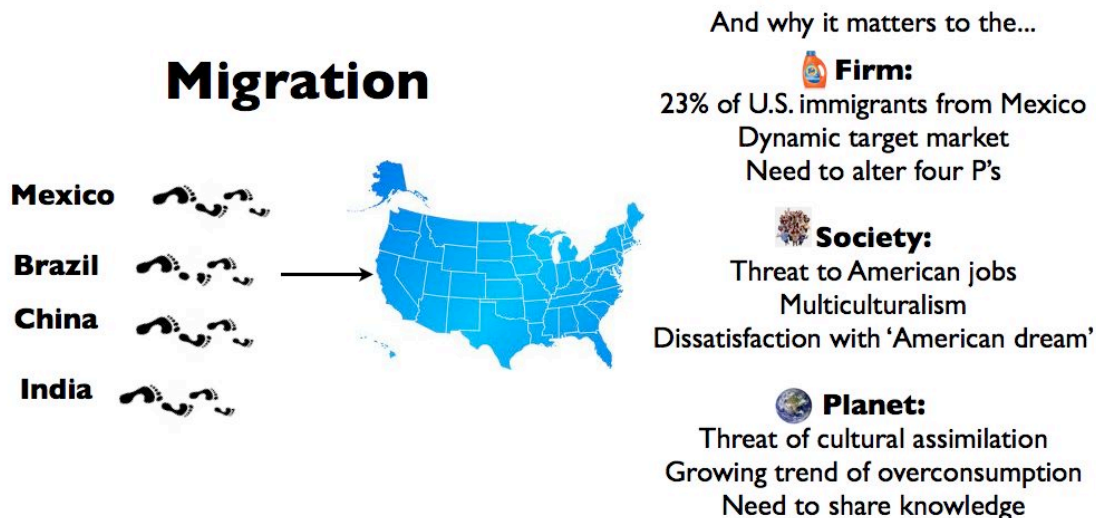
### Customers and Society

The American culture is becoming more diverse, and the American society is faced with multiculturalism. Members of all cultures in the U.S. are continually needing to maintain respect among each other for mutual harmony. Migration also threatens American born citizens and their opportunities for employment. The economy is still in recession, and the U.S. Bureau of Labor Statistics states a current unemployment rate of 7.6%. The society is also threatened by the effects of foreigners developing American levels of consumption. Silverstein, Singhi, Liao, and Michael (2013) state that citizens in China and India are already aspiring to the American culture, and “undergoing a radical evolution” in consumption (Silverstein The U.S. leads the trend in overconsumption, and studies show that “over-consumption can produce financial or physical distress for individuals” (Sheth et al, 2011, p 2011). Tim Kasser and Richard Ryan (1993) speak of the dark side of the American dream, and how the pursuit of material wealth can lead to shallow lifestyles and neglect towards family, friends, and the community (p. 410). If foreigners assimilate to American levels of consumption, which would increase due to migration, they may not achieve the happiness they desired and it would create dastardly effects on the environment they live in.

### The Planet

“If the American level of consumption became the world norm, five planets would be needed” (Sheth et. al., 2011, p 24). Migration towards the U.S. poses a threat to the world we share. For example, Brazilians are much more likely to use public transportation or ride a bike to their destination, and Americans are much more reliant on motor vehicles being the least likely to use public transportation (Greendex, 2012). The U.S. also has a high ecological footprint of 7.2 (Happy Planet Index, 2013). Americans need a radical change in their lifestyles and a shift towards mindful behaviors to lead a new trend of mindful consumption for other cultures to follow. The U.S. should seize the opportunity to gain knowledge from other cultures who live more sustainable lifestyles, such as Brazil that has a ecological footprint of 2.9 (Happy Planet Index, 2013). See figure 5 for a visual infographic summarizing this section.

Figure 5. Cultural Issue







## 2. Target Marketing

Target marketing is the second step in marketing planning, and we intend to gain information related to Tide Coldwater's target customers, positioning, and value proposition. We will then suggest a changed value proposition based on our segment profile of the newly identified target market.

### 2.1 Segment Profile

The target market for Tide Coldwater in the U.S. is the millennial age group, or those between the ages of 16-34 (Barton et. al, 2012, p 3), who buy cleaning products for their home. This is a target market of 79 million people and there are predicted to be 22 million more Millennials than non-Millennials by 2030 (Barton et. al, 2012, p. 3). However, migration of foreigners to the U.S. makes it necessary for Tide Coldwater to alter its target market. The main countries that are of importance for considering the target market other than the United States are Mexico, Brazil, India, and China. India and China are both emerging economies, and all of these countries have negative net migration rates due to migration towards the U.S (CIA World Factbook, 2013). Mexico represents almost 24% of foreign immigrants in the U.S., and 20% of all U.S. Millennials are Hispanic (Turegano, 2012). Each one of the identified countries score fairly high on the masculinity dimension, with the exception of Brazil who scores lower. People in masculine countries are success oriented, and they live to work (Hofstede, 2013). All cultures have strong sentiments towards family members. For Brazilians, "the family forms the stability of most people"; Mexicans place their "family at the centre of social structure"; Indians have mutual obligations and "deep-rooted trust among relatives"; the Chinese "hold their family bonds as sacred"; and "family matters most" to U.S. Millennials (Kwintessential, 2012; "Chinese Culture", 2010; PewResearch, 2010, p 24). The cultures all exhibit signs of fitting the Millennial mold, the melting pot of young people, 52% of whom value good parenting above other values (PewResearch, 2010, p 24). Millennials strive for success, and they are the most educated generation in history (Barton et. al., 2012, p 9). However, they are burdened by college debt and 80% seek the lowest price on most of their purchased items (Kahn, 2012). Millennials are conservative with their money, and they are "insistent that the web be a big part of their financial life" by means of financial education (Kadlec, 2013). Millennials value convenience and procuring products with little time invested. Barton et. al. (2012) also mentions that Millennials are concerned about the environment and the impact they make on it; yet, they think that large public entities, such as the government, should get involved (p 7). Millennial sentiments towards the environment align with other cultures. Brazilians, Mexicans, and the Chinese are making steps to reduce their environmental impacts; Indians are also becoming more concerned about environmental issues. (Greendex, 2012). Behaviorally, Millennials have a non-caring mindset with temperate consumption levels. "Consumers in this category need to be exposed to proper information and good exemplars to instill in them a sense of caring for self, for the community, and for the environment" (Sheth et. al, 2011, p 34). However, Anna Feldman (2011) conducted a study revealing that environmental concerns were significantly correlated with purchase intentions of Tide Coldwater (p 7). These facts create an opportunity for Tide Coldwater to create a cross-culturally mindful positioning and marketing mix for Millennials.

### 2.2 Positioning

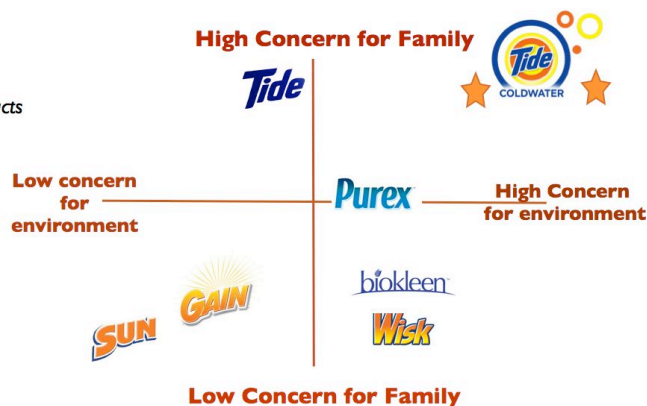
Tide Coldwater is the leading cold water detergent brand, and the first of its kind (Martin, 2011). Tide is differentiated by the power of its brand name, and it appeals to parents who put the well being of their family and the environment first. Tide Coldwater helps consumers live a more energy efficient lifestyle, and it saves them money on their utility bills. The product is easily accessible at grocery and convenient store in order to be more accommodating than other brands. Also, Tide makes efforts to connect with target consumers through their website as well as social media outlets. Tide Coldwater is a mindful product offering environmentally and socially sustainable benefits. Tide Coldwater's current value position is, "Brilliant Clean. Smart Savings" ("Tide Coldwater", 2012). I recommend the new positioning and value proposition to be, "Brilliant Clean. Smart savings for your family, and the environment." This is a customer centric sustainability approach that captures primary sentiments of Millennials in the U.S. See figure 6 for a visual infographic summarizing target marketing.



**Brilliant Clean. Smart savings for your family, and the environment.**



- Will pay more for e-friendly products
- Family is most important
- Financial conservatives
- Concerned for environment, and impact they make
- 20% Hispanic
- Value good parenting
- High masculinity



**Figure 6. Segment Profile and Positioning**



### 3. Marketing Mix

In this stage, we will identify the four elements of the marketing mix (product, price, place, promotion), and identify how the mix is guided by Tide's "value proposition and designed in ways that persuade target consumers to purchase the product" (Raska, 2013, p 34). Tide Coldwater is a convenience product which requires low involvement in purchase considerations which only takes peripheral processing and low involvement by consumers in order to decide whether to purchase or not.

#### 3.1 Product

Tide Coldwater has the advantage of bearing the billion dollar Tide brand name. It has potential to save customers 80% of energy per load with the same brilliant clean as original Tide proving it to be the best cold water detergent on the market. The core benefit of the product is cleaning power for laundry loads in cold water, even better than other detergents in warm water. The actual benefits include it's brand name, 25% post consumer recycled plastic material, attractive orange color displaying success ("Color Meaning", 2013), and the color blue-the most popular color for adults globally (Munger, 2005). The augmented benefit of Tide Coldwater is that it saves consumers money on their electricity bills, and it also saves unnecessary carbon emissions from releasing into the planet. My suggested value proposition is, "Smart savings for your family, and the environment"; therefore, I recommend changes be made to the product. My previous research confirms that Millennials are more likely to believe a product is eco friendly if it appeals to their egoistic values; however, purchase intentions of products are motivated by biospheric, egoistic, and altruistic values (Winslow, 2011, p. 8). The packaging should confirm that Tide Coldwater crosses off the mindful product checklist (caring for self, community, and environment), and that it offers a way for diversifying Millennials to get connected with one another-79% use social media (Barton et. al. 2012, p 6. Therefore, I recommend some specific recommendations below.

- State on the packaging that Tide Coldwater saves 80% of energy per load, and include why that is important to them, their families, and the environment by 2014.
- Place the Facebook, Twitter, and Instagram logos on the bottle. Also, include the link to the Tide Coldwater website. Users can then know how to 'find Tide Coldwater'. Do this by 2014.
- Put information about Actions Against Hunger Campaign on bottle including the logo, and include how 3% of purchase is going to the cause of global malnutrition by 2014 (See more in promotion).
- Put information about Tide Coldwater's involvement with the Flying Pig Marathon on the bottle (see more in promotion)
- Include the green P&G future friendly logo on the bottle by fall, 2013. The color green is associated with nature and security (Labrecque, Milne, 2010, p. 5).

#### 3.2 Price

Tide Coldwater is priced at \$11.97 for 52 loads, which is 23 cents per load. This is a premium priced product compared to other cold water laundry detergents; however, it's value proposition demands a price that matches its quality (see figure 7 for a price comparison chart). Consumers do pay more for Tide Coldwater, but the price is redeemable, because consumers have can save money on their energy bills while reducing their impact on the environment. Research conducted by Zach Hunt (2011) states that Millennials exhibit a significant correlation between environmental concerns and purchase intentions of Tide Coldwater (p. 8). This fact combined with the fact that Millennials are willing to spend more money for environmentally friendly products and cause-related products leads my recommendation that the price of Tide Coldwater should be increased by 10%. This increases the perceived quality of Tide Coldwater and allows for portions of the products revenue to be donated to Actions Against Hunger. The segment profile stated that all cultures have concern for the environment and their impacts on it. An increased price point as well as the proposed changes to the product will help assure them that they can make a difference with the purchase of Tide Coldwater.

- Increase price by 10% by 2014

\*See figure 7 on the next page for an infographic summarizing 3.1 and 3.2.



Figure 7. Value in a Blink

### Product and Price

- Part of billion dollar Tide brand
- Provides exceptional cleaning
- Show where Millennials can find Tide on social media by fall, 2013
- Include information about Actions Against Hunger Campaign on bottle by 2014
- Future friendly logo on bottle immediately
- Increase price by 10% by 2014

Touching lives, improving life. P&G™

Detergent	Price per Load
Tide Coldwater	23 cents
Purex	12 cents
Wisk	17 cents
Biokleen	21 cents
Sun	6 cents
Original Tide	19 cents

© 2013 Procter & Gamble 00046018

### 3.3 Place

Tide Coldwater can be easily found in grocery stores, supermarkets, drug stores, and on the internet through a variety of websites making it a distribution intensity product. The Tide brand has many different products, and they account for a majority of all the laundry supplies in their assigned aisle. Tide Coldwater can be found amongst its brothers and sisters with a little bit of searching for the Coldwater name. I recommend that P&G chooses Kroger locations to create the “Action Path to Smart Savings.” Customers will see a sign at the entrances of the store directing them to the path. Footsteps will be placed leading to the laundry supplies aisle, and then to the Tide Coldwater section. I then recommend that a small 3x5 card be shown right in front of the Tide Coldwater row to attract attention to the product. This picture will include specific instructions on how one can use Tide Coldwater to get involved with Actions Against Hunger through Facebook. This specific promotion will be detailed in the next section. I also recommend that Tide Coldwater increases its amount of shelf space to make it more convenient for Millennials to quickly grab the product at their grocery store. I also recommend Tide Coldwater be placed on end of aisle displays for even easier access. My proposed recommendations can be summarized as followed:

- Place 3x5 card in front of product with information about Tide Coldwater’s involvement in the Actions Against Hunger campaign by 2014.
- Action Path to Smart Savings by 2014 in Kroger Locations
- Increase shelf space specifically for Tide Coldwater by fall, 2013.
- End of Aisle Displays 4 weeks out of every year.

### 3.4 Promotion

Tide, as a brand, has a large presence on Facebook and Twitter (3.6 million likes, and over 84,000 followers). However, Tide Coldwater does not have its own separate social media presence. It is overshadowed by original Tide and other Tide products. Tide Coldwater does have its own tab on the Tide website, and the information explains Tide Coldwater’s exceptional cleaning power and money saving capabilities. Tide is also the official laundry detergent of the NFL. They produce memorable commercials such as the “Miracle Stain” (www.tide.com). I recommend that Tide includes easy access to a Tide Coldwater tab on the Tide Facebook which links to an individual Tide Coldwater page. The page should be filled with education as to the benefits of Tide



Coldwater to self, the community, and the environment. Research by Matt Lengerich (2012) suggests that Millennials respond to incentives based on biospheric and egoistic motives (9). The social media websites should provide incentives based on these factors. With regards to promoting mindful behavior, Scott Harvey (2011) suggests that Tide Coldwater should “make promotions with a biospheric [nature] appeal” to encourage consumers to encourage mindful actions with regard to the planet (p. 9). I also recommend Tide Coldwater partner with Actions Against Hunger, which is a nonprofit organization created to end global malnutrition (see bulleted list for more). In order for my suggested promotional campaign to take off, I recommend it be launched at the Flying Pig Marathon in Cincinnati. In 2013, the Flying Pig weekend reached a record of over 33,000 participants (Watkins, 2013), and there was nearly 150,000 spectators (Hensley, 2013). The marathon has a global appeal and attracts Millennials from around the world. Given that the Flying Pig Marathon is ‘powered by P&G’, this would be an excellent starting point for Tide Coldwater to launch a promotional campaign. I have summarized my promotional recommendations for the Tide Coldwater tent below as well as details to my idea for using Facebook to partner with Actions Against Hunger. These recommendations will increase consumer engagement through Facebook by at least 10%, and will increase purchase intentions of Tide Coldwater leading to proper usage of the product, resulting in decreased carbon emission and saved money.

### **General Promotional Recommendations**

- Create a Tide Coldwater tab on Tide Facebook linking to separate Tide Coldwater page by fall, 2013
- Include capability to calculate monthly savings
- Actions Against Hunger partnership by 2014
- 3% of revenues of Tide Coldwater to Actions Against Hunger
- Tide Coldwater followers and users are encourage to participate in the Tide Coldwater fundraiser to save lives through helping solve global malnutrition
- Tide Coldwater Facebook followers and product users are also encouraged to start their own fundraiser for Actions Against Hunger. They can use Facebook to ‘share’ their cause and influence friends to donate their money.
- If users create their own fundraiser, Tide Coldwater will donate \$1 for every 52 load bottle purchase of the product.
- The leaders of the fundraiser will receive a code they can enter to get the \$1 after they have purchased the 52 load bottle.
- Encourage users to donate money saved on their utility bills to Actions Against Hunger.

### **Tide Coldwater Tent**

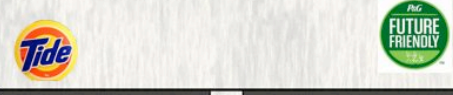
- 200,000 informational cards describing the value proposition of Tide Coldwater, where to buy it (The Action Path to Smart Savings), how to find the product on social media, and information about the partnership with Actions Against Hunger
- 50,000 cap sized samples of Tide Coldwater (1-2 loads). The cap will include a peel off poster sticker with similar information as informational card. Donations to Actions Against Hunger recommended.
- Representative from Actions Against Hunger will be at tent. He/she will be prepared to give specific examples on how little donations can make a big difference in the global fight against malnutrition. The representative will also talk to people about the Give Your Calories app for smart phones (app sponsored by Actions Against Hunger).
- 10 dollar donation to Actions Against Hunger to receive a Tide Coldwater t-shirt
- Tide Coldwater logo and P&G future friendly logo tattoos for kids
- Tide Coldwater paraphernalia should be given complimentary for racers (i.e, hats, drink koozies, pens, etc)

**\*See figure 8 on the next page for a visual infographic summarizing 3.3 and 3.4.**

Figure 8. Buzz in a Blink






Check out Tide Coldwater on Facebook and get involved with the Tide Coldwater fundraiser to fight malnutrition. 3% of purchase goes to Actions Against Hunger! Also, find information at Tide.com!










Want to **save money** while **helping the environment** and **ending malnutrition** across the world? Follow the Action Path To Smart Savings.

**Place Recommendations:**

-  Increase shelf space by 25%
-  End Aisle display 10% of year
-  3x5 information card about Actions Against Hunger by 2014

**Promotion Recommendations**

-  Set up a Tide Coldwater Booth at the Flying Pig Marathon
-  Rep from AAH at booth
-  Free miscellaneous items
-  Push Tide Coldwater through social media, specifically through Facebook by fall, 2013
-  3% revenues towards Actions Against Hunger
-  Encourage participation in fundraiser
-  Tide Coldwater donates 1\$ to fundraiser every user purchase of 52 load bottle for 1 year





## 4. Conclusion

This report covered the various stages of the marketing planning process including situation analysis, target marketing, and the marketing mix. In the first stage, we emphasize that Tide Coldwater has a great opportunity in pursuing the Millennial market, but they are threatened by the mind of the consumer as well as fossil fuel depletion. Migration of other cultures is also an important cultural issue we identified which affects Tide Coldwater. We also mentioned how Tide Coldwater has the benefit of the Tide brand name, but it has weak promotion to back it up. In the target market stage, we identified Millennials as the target market for Tide Coldwater. Millennials are becoming increasingly diverse with immigrants from Mexico, Brazil, China, and India. Millennials are heavily involved in social media, care about environmental causes, and have high values of family. My proposed value proposition, "Smart savings for your family, and the environment", seeks to provide U.S. Millennials with values that speak to them. My recommendations summarized below will help accomplish the marketing problem identified in the introduction of this report.

### *Segment Profile and Positioning*

- The segment profile is Millennials (18-35) who buy household cleaning products for their home.
- This is a dynamic target market that is changing due to migration.
- The Millennial target market is made of Americans, Brazilians, the Chinese, Indians, and Mexicans.
- Value proposition: Smart Savings for your family, and for the environment.
- Tide Coldwater helps consumers live a more energy efficient lifestyle, and it saves them money on their utility bills.

### *Product and Price*

- State on the packaging that Tide Coldwater saves 80% of energy per load, and include why that is important to them, their families, and the environment by 2014.
- Place the Facebook, Twitter, and Instagram logos on the bottle. Also, include the link to the Tide Coldwater website. Users can then know how to 'find Tide Coldwater'. Do this by 2014
- Put information about Actions Against Hunger Campaign on bottle including the logo, and include how 3% of purchase is going to the cause of global malnutrition by 2014 (See more in promotion).
- Put information about Tide Coldwater's involvement with the Flying Pig Marathon on the bottle (see more in promotion)
- Include the green P&G future friendly logo on the bottle by fall, 2013.
- Increase price by 10% by 2014

### *Place*

- Place 3x5 card in front of product with information about Tide Coldwater's involvement in the Action Against Hunger campaign by 2014.
- Action Path to Smart Savings by 2014 in Kroger Locations
- Increase shelf space specifically for Tide Coldwater by fall, 2013.
- End of Aisle Displays 4 weeks out of every year.



## *Promotion*

- Create a Tide Coldwater tab on Tide Facebook linking to separate Tide Coldwater page by fall, 2013
- Include capability to calculate monthly savings
- Actions Against Hunger partnership by 2014
- 3% of revenues of Tide Coldwater to Actions Against Hunger
- Tide Coldwater followers and users are encourage to participate in the Tide Coldwater fundraiser to save lives through helping solve global malnutrition
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## **Tide Coldwater Tent**

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- Tide Coldwater paraphernalia should be given complimentary for racers (i.e, hats, drink koozies, pens, etc)
- Create a Tide Coldwater tab on Tide Facebook linking to separate Tide Coldwater page by fall, 2013
- Include capability to calculate monthly savings
- Actions against Hunger partnership (By 2014)
- 3% of revenues of Tide Coldwater to Actions Against Hunger
- Tide Coldwater followers and users are encourage to participate in the Tide Coldwater fundraiser to save lives through helping solve global malnutrition.
- Tide Coldwater Facebook followers and product users are also encouraged to start their own fundraiser for Actions Against Hunger. They can use Facebook to 'share' their cause and influence friends to donate their money.
- If users create their own fundraiser, Tide Coldwater will donate \$1 for every 52 load bottle purchase of the product for a period of 1 year. The leaders of the fundraiser will receive a code they can enter to get the \$1 after they have purchased the 52 load bottle.
- Encourage users to donate money saved on their utility bills to Actions Against Hunger.



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