





August 19, 2020

SUGAR & SPICE



We are  
**Sugar and Spice**

No meal is complete without a little bit of flavor, and let's be honest; salt and pepper just don't cut it—never have! Our mission is to bring creative, out-of-the-box solutions to the dinner table when everything else is too bland to remember.

**We're the flavor explosion you've been craving.**

# THE SPICE RACK

HALLE NURSE



Account Management

ZARIYA SQUIRES



Account Management

CIARA REED



Art Direction

DEVIN ROUX



Art Direction

DEVIN BOOKER



Comms Planning

SHRAVYA ARRA



Copywriting

MIRIAM CHOI



Design

SABRINA DARIAS



Media Planning +  
Buying

CHARLIE GARCIA



Media Planning +  
Buying

NICOLE PUNG



Project Management

FRANCISCO VERA



Public Relations

KAYLA GAMBLE



Public Relations

NTHABI KAMALA



Strategy

SAMARA DOWE



Strategy

# Which Spices are in the Room?

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**HALLE** NURSE



**Jerk**

Account Management

**NTHABI** KAMALA



**Curry Powder**

Strategy

**SHRAVYA** ARRA



**Cardamom**

Copywriting

Today we will be going through:

**BACKGROUND**

**RESEARCH + STRATEGY**

**CREATIVE CONCEPT**

**CAMPAIGN EXECUTION**

# BACKGROUND

# What is a Gain Fling?

Gain Flings! are laundry detergent “pacs” which are packed with super concentrated detergent as well as OXI Boost (for stain fighting) and Febreze (for odor-eliminating technology). This trifecta gives 50% more scent than the original Gain liquid laundry detergent.







## The Ask

How can Gain make sure new consumers are aware that Gain Flings! give your laundry freshness?

Emphasize that Gain Flings! don't simply mask odor—they eliminate odors from within.

**RESEARCH  
+  
STRATEGY**



## The Problem

Consumers view laundry as a tedious part of their routine — something they have to do but never want to do.

How do we help Gain redefine fresh laundry as an act of happiness?



# Laundry Isn't Exactly People's Favorite Chore...

“I firmly believe that laundry is the actual worst way I could spend my time.

I'd rather floss my teeth.”

Whitney Hsu, *10 Reasons Why Laundry is the Worst*

BUSINESS  
INSIDER

**Outsourcing a tedious chore was one of the smartest things I've ever done — and I'm never going back**

Quora

**Is there any house chore more tedious than folding clothes?**

lifehacker

**How to Speed Up Laundry, the World's Most Boring Chore**



## Cultural Insight

Everything has changed. The coronavirus pandemic has fundamentally changed our lives and the way society functions, likely having lasting effects.



IDEAS

*The Atlantic*

The Workforce Is About to Change Dramatically

 El Camino Health

Establishing a New Daily Routine During the COVID-19 Pandemic

## The New Normal



Coronavirus grief: Coping with the loss of routine during the pandemic

 NEWS

10 ways the coronavirus is making people change their daily lives





## Consumer Insight

The state of the world is making it harder for people to adapt to our new normal.

Millennials have already been through it all at this point but are looking for ways to tackle this newest hurdle in life.

## DEMOGRAPHICS

24-35 years old

50% Male / 50% Female

Under \$75K

## PAINPOINTS

### Affordability

Living on a limited budget and trying to save for the future, millennials are conscious about their purchases including high-end detergent.

### Time

With busy schedules, millennials want products that will help them spend as little time as possible on laundry.

## NEEDS

Quick and convenient options to help them with their routine.

# 80%

of millennials  
feel positive about  
the future

## MINDSET

Millennials are inexplicably positive despite facing higher levels of student loan debt, poverty and unemployment, and lower levels of wealth and personal income than any other generation in the modern era.

That's why we know that no matter what life throws out them they'll walk out okay — they always have.





## Competitive Insight

Positioning of competitors is focused on the *functionality* of the products such as cleanliness, convenience, and power of products.

To stand out we must focus on the emotion that **fresh** laundry can provoke.

“Conveniently concentrated paks made with the cleaning and freshening power”

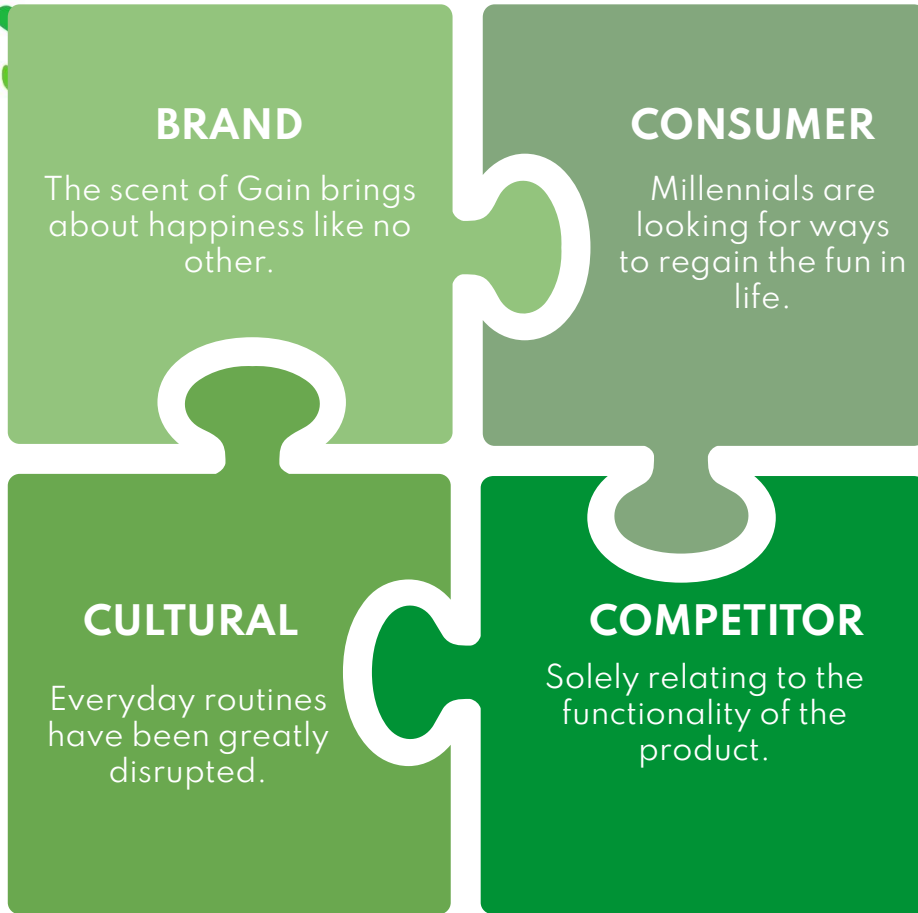
- *Arm and Hammer*

“Laundry could only be easier if we loaded the clothes for you.”


- *All Mighty Paks*

“Convenient, simple and tough on stains and bad odors”

- *Persil ProClean Discs*



**Despite circumstances, millennials—the world’s most resilient, optimistic generation—continue to adapt their personal routines to the changing world.**



In this ever-changing cultural landscape, we want consumers to associate Gain Flings! with happiness and fun in all of their little moments.

# CREATIVE CONCEPT

# Creative Concept

Find Joy



in the Little Flings!



# CAMPAIGN EXECUTION



<https://bit.ly/sugarandspicefling>

# Spot (:15-:30)

The spot will launch into a compilation of scenes showing Gain users experience the brand in their daily lives. The compilation will go to the beat of New Soul by Yael Naim.

Open with a young family doing laundry together and tossing a Gain Fling! into the machine.

Next, an office worker swivels around in his chair, looking stressed. As he puts his head in his hands, he smells the Gain scent and gains confidence.

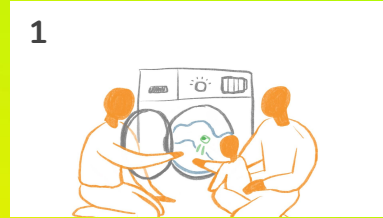
Transition to an ASMRtist using the fabric in his video.

A new graduate walking down the street with the scent following them.

Last scene is the opening family laying down underneath their freshly-washed bedding.

Cut to tagline.

**VO: Find Joy in the little Flings! Now with Oxi Boost and Febreze for happiness that moves with you.**







# Media

Facebook, Instagram and YouTube are the most-widely used online platforms among 25- to 34-year-olds. We gave ourselves a budget of \$300,000 for the campaign.

Goal: Drive awareness of Gain Flings! within the target audience by 10% throughout a 4-month campaign

Media Outlet	Format	Media Menu	Cost Per Month	Spend by Channel
Instagram	15 Second Video	\$6.70 CPM 1.5M IMPS	\$10,050	13.4%
Pay-Per-Click Google	Skippable 30 Sec Video	\$35 CPM 1.5M IMPS	\$52,500	70%
Facebook	Website Boost	Daily: \$200 IMPS - 40-83K	\$10,500	14%

Contingency of 2.6%





# KPIs

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Improve audience perception

Increase awareness of Gain Flings!

Drive consumers to purchase Gain Flings!



THANK YOU

SUGAR & SPICE