



Presented by the Advertising Research Foundation

## Household Furnishings Gold Winner Re-invigoration of a brand in a stale category

The Waste Bag category is an established, generally undifferentiated category with low consumer involvement and interest.

- There is felt to be a lack of differentiation between brand offerings. Consumers often make their decision based on price (amongst a list of acceptable options).
- Research indicated that consumers were not satisfied with the odor control waste bags currently on the market. Consumers wanted to reduce or eliminate kitchen/trash odors, without having to add a different (unwanted) masking scents.

While some consumers were loyal to their brand, many were buying on habit, lacking a true connection with the brand being purchased. This became more evident at the economy took a turn and more consumers opted for private label offerings. The result have been both sales and volume declines for the Hefty brand.

Pactiv's Hefty Kitchen Bags with Unscented Odor Block Technology is a product founded from insight, created to fill consumer needs in kitchen bag offerings and turn the brand around.

In order to remain a top brand and grow, Pactiv set forth to re-connect with consumers and fill the consumer-desired gap in kitchen bag offerings through innovation. Pactiv formulated a new kitchen waste bag that actually helps neutralize odors, without simply adding another scent that merely masks the odor. Once they had the technology, Pactiv partnered with their ad agency, Campbell Mithun to develop an advertising strategy and with Millward Brown to test and refine the creative.

The product was designed to differentiate from the primary branded competitor, reduce defections to private label, and improve consumer relationships.

The Marketing Goals were aggressive:

Stem erosion, maintain share, and improve brand preference over Glad by:

- Build brand preference, attracting dual Hefty/Glad purchasers– give them a reason to think of Hefty differently than other waste bag options.
- Grow the percent of consumers recognizing odor issues in the kitchen – give them a reason to consider an odor control offering.
- Build the brand as offering innovation, to fill consumers' needs for odor control.

- Increase loyalty/retention of existing buyers – give them a reason to stay.

To meet the challenge, Pactiv embarked on a strategic marketing and communication plan founded on research.

### Creative Concept Testing

- Syndicated research identified the primary target at females 25-54 years of age with kids in the household and are the primary grocery shoppers.
- Both Qualitative and Quantitative research confirmed that Hefty's name held unique positioning around "strength" but an area lacking was around "kitchen use".
- Pactiv conducted several rounds of qualitative research to hone in on the best creative strategy that would resonate with consumers to not only drive awareness of the new offering, communicating key product messages, but also strengthen positioning of "good for kitchen use."
- The winning concept then went through more qualitative research around the storyboards to ensure that the concept would communicate that the product helps neutralize odors, and has new unscented technology as well.

### Quantitative Testing of Creatives

- Millward Brown quantitatively tested two ads via Link copy testing to determine which would work best to launch the product and shake up the category via differentiation of other ads in the category.
- Several creative options were tested which confirmed that the new technology was innovative, relevant, and persuasive to purchasing. The ads tested well in terms of communication of the key messages, however one ad, 'Horror', stood out in terms of actively engaging consumers. The ad was felt to be distinctive from others in the waste bag category evoking strong emotions. It delivered the primary message even stronger very strongly which resulted in above normative ability to persuade consumers to purchase.

The integrated media mix included national TV, cable TV, couponing, in-store communication and later online/digital advertising and free downloadable mobile phone ringtones.

The budget including production cost averaged about \$4.MM per quarter for the period of Q4 2008 through 2009. Despite this aggressive media spend, it was known that Hefty's advertising had to be highly efficient as they would still be outspent by Glad 2 to 1.

### In market results were immediate!

- After LINK testing, some refinements were made to the creative, and Pactiv launched Hefty bags with new Unscented OdorBlock technology. Results from in-market tracking confirmed that the product features were desired and the product had strong potential. Additionally the creative worked well to shake up the category and get noticed.
- There was a significant improvement in key communication and brand health metrics.
  - Total communication awareness doubled from December 2008 to April 2009 – TV ad awareness, in-store awareness, as well as coupon/newspaper insert awareness all grew.
  - The TV advertising delivered extremely efficiently given its media weight -TV Ad recognition was significantly higher than the Millward Brown norm for ads with similar

media weight. In fact in a category with high brand confusion (Hefty/Glad), correct brand identification was also significantly higher than norm while incorrect brand ID was half historic levels of ads tracked in market.

- Awareness of Hefty Odor Block kitchen bags grew significantly, up over 20% from December 2008 levels.
- Key metric of top of mind brand awareness for Hefty, which historically had trailed Glad, was now on par with the primary competitor.
- Brand preference for Hefty which started in March 2008 behind Glad, by April 2009 was ahead of Glad.

Given the learning and the continued erosion of the economy, Pactiv and their agency decided to add to the initial creative with an execution that would layer in the additional communication of 'good value'.

- Multiple executions were tested via the Millward Brown Link Copy testing system.
- The more traditional waste bag advertising in the kitchen ("Take it Out") was chosen to move forward with meeting or exceeding action standards on nearly every critical element.
- After some refinement, the ad was developed and launched.

#### Attitudinal AND Business Metrics exhibit excellent results

Between Q1 2008 and July 2009, In-market tracking revealed results stronger than anticipated:

- Communication awareness levels improved and were much higher than prelaunch levels.
- Proven unaided ad recall peaked much higher than levels in December 2008.
- Awareness of Hefty Odor Block continued to improve – up significantly from April 2009 to July 2009, with total growth from December 2008 over 30%.
- Trial/purchasing of Hefty Odor Block was up as much as the growth of awareness
- Future purchase consideration grew while key competitor Glad softened from December 2008 levels.
- Claimed brand preference of Hefty vs Glad also improved and surpassed Glad.
- From December 2008, brand image perceptions of Hefty Odor Block kitchen bags around odor control improved – neutralize odors, not mask them and “Unscented, leave no scent of their own” both were up meaningfully.
- Improvement in brand image perceptions is evident at the overall Hefty waste bag level – 'good value for what you pay' and 'eliminates/controls odors' improved.
- Key strategic shift in perceptions of 'good for kitchen use' were realized – endorsement of Hefty Kitchen waste bags grew significantly versus December 2008.

#### Business Metrics indicate a strong pay-off!!!

- By July, sales of Hefty Odor Block were meaningfully up over pre-launch levels.
  - This growth in volume surpassed initial estimations.
- The rate of Store Brand growth was slowed by July.

**At the end of the day, the goals were met and surpassed...not only was the Hefty brand stabilized, share of Hefty improved while Private Label slowed down....all of this in weak economy.**

At the end of the day, launching Hefty Odor Block with a solid media campaign was a process built on the best of a number of worlds:

- A product built around rigorously-researched consumer problems.
- Consumer insight rigorously collected at each stage of campaign development
- Inspired creative which built on new learning and evolved to maximize potential

Ultimately the process was adhered to, incorporating learning at each stage of development which resulted in a great lift for the brand, the consumer, and the retailer.