



Presented by the Advertising Research Foundation

Household Furnishings Silver Winner ¡Piénsalo Bien!

Client: Reynolds Consumer Products Company

Brand/Product: Reynolds Wrap® Aluminum Foil

BUSINESS SITUATION AND CAMPAIGN OBJECTIVES

Breaking the routine of buying aluminum foil by inertia... not quality.

Buying the same toothpaste, using the same soap, and drinking the same coffee are low involvement decisions. Then, one day, you switch up your routine, love the change, and ask yourself, “why didn’t I do this sooner?” Believe it or not, that’s how it is with aluminum foil. Everyone knows that Reynolds Wrap is *the* foil, but we learned that many Hispanic women had fallen into the habit of purchasing the “good stuff” (Reynolds Wrap) and the “cheap stuff” (Private Label), for use in different tasks.

Today’s supermarket environment is extremely competitive with not only multiple brands slugging it out on store shelves, but also lower priced store brands or private labels. In addition to this challenge, there was that challenge of perception. Only 38% of Hispanic consumers viewed aluminum foils as being “very different” from each other. For some, to say that almost 4 out of 10 people clearly differentiate your product is a win, for us, it was an opportunity to show the other six that our product was superior.

Our strategic challenge was a tough one – to further strengthen our leader brand by convincing consumers that there *is* a difference between foils, and to make that difference matter to consumers enough to build preference and volume for Reynolds at the expense of private label brands.

Our brand/product advertising objectives were very clear and specific:

- Increase Brand Purchased ‘Most Often’ by 5%.
- Educate consumers on the difference between Aluminum Foils, and increase the gap by at least 5% points.

Given that Reynolds is the category leader, awareness and sales metrics were evaluated differently; increasing any 1% point would be successful.

- Increase sales as well as consumer trial.
- Increase Ad Awareness overall, aided, as well as unaided.

RESEARCH STORY:

Following our consumer, EVERYWHERE, was our way finding the insight.

By approaching the problem in a traditional touchy-feely, “you are the queen of the kitchen” sort of way, we wouldn’t shock our target into seeing the truth. Instead, they needed an “intervention” – a wake up call to stop using the “cheap stuff” and to use *only* Reynolds Wrap.

In order to make sure that these consumers were representative of our target, the study subjects were representatives of the demographic make-up of the study markets in terms of country of origin and acculturation, as well as being a mix of Reynolds Wrap Loyals and Reynolds Wrap/Private Label switchers.

Research told us that there was a strange phenomenon happening with some Hispanic women and foil, despite their belief that foil is foil, they often used two different brands of foil at home.

Therefore, we decided to visit a total of 9 of our target consumers in three markets, Miami, Houston and Los Angeles. Each visit included in-home interviews, review of respondent diaries, explorations and shop-alongs.

Whether a RW loyal or a dual user, all respondents categorized AF as a product that they could not function without. They use it in some way everyday. It is the versatility of the product that makes it so valuable to the Hispanic consumers because they feel like it empowers them to be able to both refine and improve practices in their routine (i.e. covering their stove tops weekly, storing leftovers, not burning corn while grilling, or retaining all of the juices from things cooked) as well as respond to unexpected situations and challenges (they run out of gift wrapping paper, a pot with a plant in it is cracked and leaking, a TV antenna breaks off etc).

From the ethnographic research... love it clean, but don't love cleaning it.

We found out that for our consumers, a clean house is more than just a nicety, it holds an almost moral place in their assessment in themselves and others, as such, a greasy stove top or dusty drawers are simply unacceptable. This does not mean, however, that our consumers enjoy cleaning itself. They value aluminum foil because they see it as a way to help them keep their house impeccably clean and sanitary – healthy – while cutting down on the amount of time they have to spend on cleaning.

From the shop-alongs... brand preference out of habit.

Our respondents were very myopic when they shopped for foil. They go to the shelf with a very clear intention of buying their usual foil product and do not usually browse for other products, even among the same brand portfolio.

Unwrapping the Insight... and scrubbing its juices.

We dug a little deeper to find out that although they did in fact consider Reynolds’ quality superior, price considerations were also driving private label purchases; sometimes they were not willing to pay extra for Reynolds Wrap. **In the end, our target did know, in her heart, that Reynolds was the best, but she had bought into the allure of lower priced private label foil somewhere along the way and she was in a rut. She felt a *little guilty* about using the**

private label foil but curiously, she blamed herself, not the foil, when the cheap stuff tore or didn't get the job done. We walked out of many homes just wanting to tell our target to "snap out of it" and use Reynolds exclusively.

THE CAMPAIGN:

Transforming insights into creative... let a running chicken do the talking.

We decided that we needed to give our consumer a little jolt to get her to stop buying private label foil. To get her out of the rut we needed to interrupt her thought process by showcasing the benefits of Reynolds Wrap. But let's be honest – this is aluminum foil – not a life or death product or situation, so we could not take ourselves too seriously!

In the foil category, messages are typically straightforward and replete with demos of foil tearing and causing a big mess. So our creative team decided to break the mold a bit, and let the real "end users" do the talking. So we employed the help of a chicken, a corn on the cob, and a stove. Our cast of characters highlighted the different ways that Reynolds Wrap could save time, money and quite literally, "the skin on their backs" compared to the "cheap stuff."

The advertising campaign included humorous television and print executions that urged our consumer to "*Piénsalo bien*" or "Think it over" before buying private label brands that could fail her when it matters most. Our campaign leveraged the idea that our target knows, deep down, Reynolds Wrap is the best, but she needed a message that would stop her in her tracks and make her reconsider her decision to occasionally purchase private label foil.

BUSINESS RESULTS:

Wrapping Up.

Our strategy to highlight the differences between Reynolds Wrap and private label brands in a way that made consumers stop, take notice and hopefully, laugh a little bit worked. The target audience was able to identify Reynolds Wrap as the sponsor of "Think It Over" spot on an unaided basis; with two of every five respondents being able to recall the spot, and over-half of those identifying the brand unaided.

- **Brand Purchased Most Often**

Our creative was to deliver on the sentiment that 'only Reynolds Wrap will do,' meaning that our consumer didn't have to buy any other brand of aluminum foil, making RW the brand Most Often purchased. Needless to say, we were able to move the needle and make Reynolds Wrap the brand Most Often purchased by 7 out every 10.

- **Differentiating Reynolds Wrap vs. Private Label Aluminum Foil**

Besides making our target consumers stop, take notice *and* laugh during creative testing focus groups, the campaign actually shifted behavior. Our post-wave brand tracker showed a double-digit growth, far exceeding our goal of 5%, on respondents saying that brands of aluminum foil were in fact "very different" from each other.

- Trial

Trial and sales of Reynolds Wrap during the six-month period after the campaign was aired saw very healthy increases. Nine of every ten respondents, said they have tried Reynolds Wrap, showing an increase from the pre-wave.

- Sales

In relation to sales, our creative exceeded expectations. All three markets where the “Piénsalo Bien” spot aired, Miami, Houston and Los Angeles, showed a positive move in sales, with two of three in the double digits.

- Ad Awareness

Reynolds Wrap unaided and aided advertising awareness showed significant increases from the Pre-Wave to the Post-Wave. Over half of the respondents claimed to have seen the Reynolds Wrap spot in the past three months. In relation to unaided awareness, Reynolds Wrap (net) was five times greater than the unaided awareness of all other four-plus brands combined.