



TITLE OF CASE STUDY: Always Infinity is so Amazing, It works like Magic.

BUSINESS SITUATION: "A Background worth Absorbing"

In October 2008, Always Pads launched Always Infinity, bringing new to the world technology to the pads market. Infinity introduced pads consumers to Infinicel™, a revolutionary technology with the unique ability to handle 10X its weight in fluid without sacrificing comfort. Infinity’s innovative technology soon gained an incredibly loyal consumer base, with a growing number of repeaters in just 6 months after launch.

However, Infinity’s growth was challenged by trial and awareness in the year following launch. Due in large part to its premium price point, Always Infinity faced the following value and believability barriers:

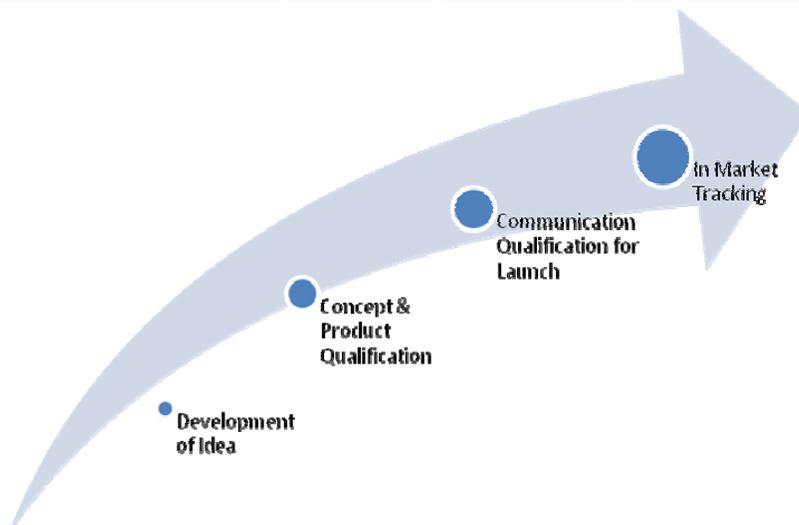
1. Always Infinity was the most expensive pad consumers had ever seen.
2. Pads consumers often believe that most pads are similar, with the introduction of minimal upgrades every few years. Always needed to convince consumers that Infinity was a HUGE leap in delivering superior pad protection and even looks different from other pads on the market.
3. She needed an additional reason to buy to make it worth the premium to try.

9 months after launch, Always had the opportunity to build on its top-scoring launch creative to deliver a campaign that attracted a growing number of competitive consumers to the brand and convinced consumers of Infinity’s superior benefits.

RESEARCH STORY: "A Story of Continuous Flexibility"

Infinity’s learning plan encapsulated a variety of research techniques to build the foundation of the holistic idea from the ground up and this was carried out from the genesis of the idea to the in-market launch tracking to provide continuous opportunities to make Infinity a truly consumer led project.

Specifically, this continuous tracking and learning allowed Infinity to launch the new Magic Campaign.



Creation & Qualification of Magic
 -Household Panel Data
 -QualSpace
 -Comm Pre-test and Tracking

1. Understanding the Reality: In-Market Tracking Post-Launch

Extensive in market tracking was conducted from the beginning of Infinity's launch and onward, including quantitative reads on usage and awareness, shares, volumes, distribution, copy metrics as well as more qualitative approaches such as understanding the amount of buzz in the digital world.

Overall, this in market tracking revealed that the original copy on air may have not been breaking through at levels needed to create a more powerful trial. This indicated further testing and principles needed to be put into place to create a new campaign that could reach even more women who could benefit from the unique benefits Infinity had to offer. The clock was ticking, as the team only had a few months to create an entirely new campaign to be launched within that first year of launch and recover additional trial.

2. Insight to Execution: Understanding Consumer Reactions to Infinity Post-Launch

Based off the tracking results that revealed that Infinity could benefit from even further trial and awareness, the team took deep dive into the target consumer once again. This included leveraging a range of techniques that could be executed quickly and easily while maintaining real consumer understanding. Qualitatively, this included doing virtual interviews in a QualSpace, phone interviews with women who had used Infinity, and even live shop alongs in store. What the team found was the following key insight:

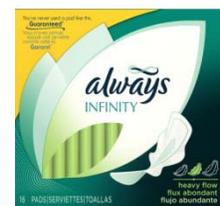
- Aware, non-triers expressed interest in the Infinity pad, however, due to price, perceived risk, and/or skepticism, have not yet tried the Always Infinity Pad. Therefore, shoppers state that they are most likely to purchase the Infinity pad as a result of a free trial, coupon, or friend's recommendation.

The original messaging of "Miraculous protection that makes even heavy flow days feel light" was enough to intrigue some consumers, but to reach a wider audience who already had a trial barrier of price, she needed to know more about this pad, "superior protection" alone was not enough. This learning stemmed from the qualitative research mentioned above as well as quantitative data from panel and category portfolio testing, in addition to a robust plan to learn within certain key retailers on how to make Infinity stronger in store.

3. Identifying the New Campaign Idea: A way to Continue Growth

The new campaign "Magic" was identified through the use of consumer comments and product after use results. Infinity needed to be more than just absorbency.

The new campaign "Always Infinity is so Amazing, It works like Magic" now was about "absorbency PLUS". The plus was amazing comfort delivered through flexibility and softness. This new way to talk about Infinity also provided a call to action with "You've never used a pad like this. Guaranteed." This carried the communication through holistically to packaging at shelf.



4. Qualifying the Holistic Idea via Copy Testing

The team pre-tested a variety of ads before launching with the Magic campaign. Pre-testing evaluates the ads potential to 'reach' its target consumer and leave her with a branded impression as well as evoke a response from her. This included: two print ads "Magician" and "No Bunnies" in June 2009; "Disappearing Act" TV, also tested in June 2009; "Contortionist" and "Magic Hat" TV, tested in July 2009; "Pad Love Demo 4"; "Pad Love Demo 6"; and "Pad in Hand" were pre-tested in February 2010.



Both “No Bunnies” and “Magician” exhibited a great deal of upside potential as Always Infinity advertising. In fact, they might have been classified as a ‘good’ ad (“No Bunnies”) and an even better one (“Magician”). Both displayed strong potential to ‘stop’ the casual Reader and to be strongly linked to Always Infinity. Specifically, “Magician” exhibited an edge over “No Bunnies” in its ability to both be noticed and connected to the brand.

The may be due to the striking contrast of the model’s red hair, which appears to be more-attention getting than the totally white layout of “No Bunnies”. Both also exhibit the potential to be persuasive Always Infinity ads – significantly exceeding the level normally seen for Femcare ads. They delivered their news of Always Infinity absorbency in a manner that was perceived as both relevant and differentiating. A huge finding in this case was that the \$3.99 price did not appear to deter the strong purchase interest. In fact, most Readers perceive Always Infinity to be a good value. This showed the potential of the new Magic campaign to combat a key Infinity trial barrier post-launch. Also, “Magician” exhibits an edge over “No Bunnies” in its potential to convert competitive users and to evoke a more positive emotional perception of Always among this target group. Finally, Comparison of “Magician” and “No Bunnies” print indicated that the live ‘magician’ model was more engaging than a magician’s hat.



“Contortionist” was another above-average ad, conveying the dual benefits of flexible comfort and protection. Women appreciated the demonstration of the thinness of Infinity, a benefit different from what they had heard prior which surrounded strictly protection. In marketing tracking went on to verify that “Contortionist” creative broke through and was linked back to the brand. “Contortionist” Print visibility was driven by the key target 18-24 segment.



“Pad Love Demo 4”, “Pad Love Demo 6; and “Pad in Hand” all three met airing criteria, generating CEIs in the above average range. All three ads were memorable driven by their ability to break through with a branded message, but their above average CEI’s were driven primarily by persuasion. Although portrayed differently in each ad, the absorbency message was persuasive because of the effective demos which made the claim believable. Both versions of “Pad Love” were more persuasive than “Pad In Hand” because women laddered the absorbency message to protection. Demo 4 was directionally more persuasive than Demo 6 because the “10x” benefit was more clear and the demo was more interesting.

“Contortionist” TV and Print; “Pad Love TV”, “97% of Women” print were also tracked in-market to assess their effectiveness in breaking-through media clutter and leaving consumers with a lasting branded impression. In-marketing tracking verified strong brand linkage and above-normative levels of visibility among the target 18-24 year olds.

“Pad in Hand” was also very persuasive and effective at changing competitive users perception of Always because of the direct comparison to Kotex.

CAMPAIGN DESCRIPTION: “A Magical Occurrence”

The target for the new Magic campaign was non-committed branded switchers, particularly 18-24 teens who use pads. This particular consumer is an active, “out & about” girl who wants that clean feeling to last as long as possible – especially in social or public situations. She’s not thrilled with how long she feels “clean” with pads.

“When my pad gets full, I start to feel it bunching, which leads to my feeling extremely uncomfortable. Because I know a leak is near, changing is inevitable so I can feel clean again.”

This disruptive experience causes great physical/mental discomfort & chops up the rhythm of her day.



Current Barriers to trial/purchase:

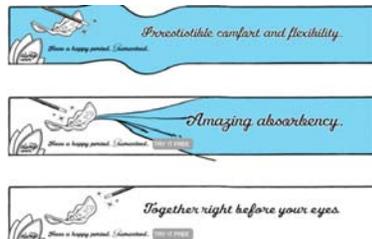
I don't think there is a pad out there, including Always, that can help me feel "clean", that's up to me. I decide when I change, when I shower etc.

I don't believe Always Infinity is any different than a regular pad

This particular target was broadened from the original high protection seeker segment that was identified at launch. Again, with an original protection only message, it was thought that Infinity could draw in Maxi pad users. However, research post-launch revealed that this segment was too narrow and one of the harder segments to convert due to the differences in thickness from a Maxi pad to Infinity. The target was broadened to include Ultra pad users as well, where the barrier would be less and the size of prize larger. The additional benefits of comfort and flexibility would also more greatly appeal to these users.

Below is a summary of our key marketing activities for the campaign, with one of the most cutting edge components being the augmented reality demo online. This demo attracted consumers through print ads in magazines such as Seventeen and Teen Vogue as well as being available online to print. The print ad could then be used with the digital Web Cam to learn more about the Infinity product through a "magic trick". Digital relevance for the 18-24 teen is key and this is one way to help her learn about Fem Care in a more unique way. It becomes especially important for this consumer as it offers her a more private way to seek information about fem care, which we know is important within this sensitive category.

Timing	Summer 2009	Fall 2009	Winter 2010	Spring 2010
Advertising	(1) TV- Several TV copies including magical demos aired over the course of the year to drive reach and awareness among key target groups of 18-24 and 13-17. At launch included 100% :30s. (2) Print- Different print copies were placed in magazines in full page spreads to also reach key target groups.			
Online	Included search sampling and getting impressions through flash and rich i-media units within unit sampling, testimonials, product demo, and where to buy. Buzz-building augmented reality demo where consumer uses her webcam to put herself into the product experience to drive word of mouth.			
In Store	Guarantee, and additional tools to enable Infinity & Pearl joint merchandising			
Sampling	Always.com, DTC, Beinggirl.com, School Programs			
Other	Mobile			



BUSINESS RESULTS: "Ammazing" Results

In the year following the Magic Campaign launch, Infinity trial increased significantly and grew to its highest ever dollar share in August '09. Magic also helped Infinity become the leading premium pad in dollar share in FY 0910. Infinity also over-delivered on P&G shipment expectations and won an Edison Gold Award for Best New Product in the CPG / Personal Care Segment. The Magic Campaign launch also greatly increased TV ROI results for Always!

Consumer response to Infinity has been the greatest success, however, with 97% of women surveyed on Always.com saying they'd recommend the product to friends. The following testimonials were among consumer responses to Infinity:

- BEST PAD EVER!!!!!! (Date: May 10, 2010)
- This pad saved my life! I can wear it and feel discreet and not worry about leaks or having to change it often! The absorbency is NO joke! All I can say is, WOW. So great!
- Loving It! (Date: April 27, 2010)
- ... it was love at first use! I even give them to friends and family that have not tried them. Wearing Infinity pads has made those "five days" of the month more comfortable and more do-able.
- Not A Gimmick (Date: March 17, 2010)
- I absolutely LOVE Always Infinity. It's so refreshing to have finally found a product like this. Best feminine product of the decade - by FAR.

The strength of consumer response to Infinity is reflected by Infinity's incredible loyalty and repeat rates. Infinity continues to offer pads consumers with best in class protection and comfort, and continues to be a key focus area for the Always business.