



Award Designation and Category: SILVER: Best New & Emerging Brand

Campaign Title: Bathe Yourself in Happy

Year the campaign took place: 2020



Brand: Find Your Happy Place / Unilever

Creative Agency: U-Studio and Code & Theory & Fresheather

Media Company/Agency: Mindshare

Research Company: Discussio, Big Sofa, Kantar, Metrixlab

Additional Affiliated Companies:

Summary of the marketing challenge, methodology, insight discovered, creative execution and business impact.

'Bath & Body' products go beyond traditional skin cleansing and offer a more holistic experience and have been growing through specialty channels, impacting our key retailer Walmart. We partnered together to democratize the experiential bath & body opportunity by creating a self-care purposeful brand called "Find Your Happy Place" crafted with consumers and launched in Walmart November 2020.

Consumer Insight

Self-care doesn't need to mean traveling to far off places or spending a ton of money. When feeling stressed and anxious, consumers find relief by visiting mental spaces that are personal yet relatable they refer to as their "happy place".



Marketing Challenge

The recent growth of the specialty bath & body market had impacted the more traditional retailers. Unilever was looking to unlock the experiential bath & body opportunity by bringing a specialty model to Walmart to democratize the bath and body space as well create incremental value for Unilever and the retailer.

Physical transformation is core to other personal care categories, but mood transformation has been one of the key anchors of Skin Cleansing. And in a world that is increasingly overwhelmed by stress bath/shower time endured as one of the rare moments in a day that allowed space for privacy, disconnection, mindfulness and self-care, and the bathroom itself became an oasis of peace and tranquility. However, there was a consumer need for a holistic bath and body experience that is accessible. Today's consumer is looking for small ways to build wellness into their lives as a way to manage everyday stress. We created Find Your Happy Place to help consumers reclaim bath time and find an easy moment to reset every day.

We had to overcome two main challenges with this project:

1. Specialty category experience is immersive and interactive. Much more entertaining and disruptive vs. mainstream retail.
2. Create a new exciting and purposeful bath and body brand with the ambition to transform the mood of consumers



Methodology

The consumer and shopper voice are the heart of this brand. We consider this brand to be a co-creation with consumers. We would have never achieved bringing this brand into life in mere 4 months had we not designed the brand with a consumer centric mindset.

How did we get there?

To begin with, we started discussing with consumers, using Discuss io and Big Sofa, about their stress and anxiety and quickly realized that current solutions differ greatly. Some solutions are aimed to solve daily stressors (such as taking baths, drinking wine, practicing yoga) while “experiences” (such as going on holidays, meeting with friends) were seen as a more proactive management of health and wellbeing. Some consumers referred to those moments of recharge as “happy places”. Which took us on our journey of consumer, shopper and strategic understanding. We talked to more consumers about their happy places, did social listening studies, went “shopping” with consumers. We then used Kantar’s strategic positioning tool, Needscope, to bring it all together. We continued with this agile lean mindset all throughout the mix development journey co-creating and crafting with consumers.

Given the importance of the in-store we conducted virtual shoppalongs with Walmart shoppers to assess the communication ability of the units. With our in-house technologies we were able to create a virtual Walmart environment and bring these structures to life and understand what was attracting consumers to them and how to make them more desirable.

And finally, towards the end of the journey we tested Digital assets with MetrixLab to make sure our assets would boost conversion introducing and bringing to a life our new brand.

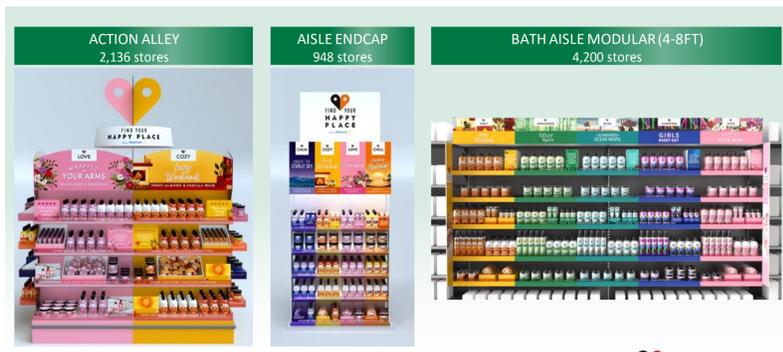


Creative Execution

When it comes to the creative execution the engagement model of Find Your Happy Place was planned to be driven by displays that would disrupt & intrigue shoppers. Our ambition was for those to be the main source of awareness, however due to Covid (meaning less traffic in store and less time spent there) we pivoted to add additional support to the brand through e-commerce, digital videos and display & social assets, and influencers.

Regarding the POS, the whole product line is featured in engaging displays that mimic the experiential and sensorial shopping experience of the bath and body category. This was designed based on our learnings; highly interactive, disruptive and colorful to drive impulse and trial. Additionally, in the POS and the packaging the brand includes a note from the person who inspired the range to showcase the authenticity of the brand.

Regarding the digital assets they performed strongly bringing to life a transformative brand that drives sensorial indulgence via universal and personal happy place stories. The assets were aired at the end of q4 2020.





Business Results/Lessons Learned

Find Your Happy Place successfully launched at Walmart in November 2020.

Happy Place retail sales are \$27M million in first 11 months; and achieved a household penetration of 3.3%.

Consumers adore the products!

A screenshot of a social media post for the "Find Your Happy Place" product line. At the top, it says "OVER 1400+ ★★★★★ REVIEWS!". Below this is a row of four product bottles: "MINDSPACE CREAM", "MINDSPACE CREAM", "MINDSPACE OIL", and "MINDSPACE OIL". To the left of the products are two circular callouts: one orange one saying "Over 1.4K positive reviews to date" and one purple one saying "Average 4.6+ stars, with 81% at 4.7+ stars!". To the right of the products is a customer review from "i_am_anastasia_norman" that reads: "Already bought it ALL!!! I can't tell you how excited I am about this new self care line!!! It's FABULOUS!!! I love how it's extremely high quality at such a reasonable price!!! No gimmicks, just great stuff. I get tired of playing games with B & BW and their 'sales'. And Wal-Mart's other self care line, Bodycology is crap!!! Thank You Thank You Thank You!!! I wish you all the best and count me in as an extremely satisfied customer!!! 🍷🍷🍷".

And Walmart's recent annual supplier forum Find Your Happy Place was recognized with a "breakthrough innovation" award and Unilever was recognized with an "Excitement" award beating out all other manufacturers in this category. Find Your Happy Place has an important role to play in Unilever's Bath & Body strategy and is now a pillar in Unilever's broader relationship with Walmart.



Campaign Participants

Randeep Singh Thakur, CMI Director Global Skin Cleansing, Unilever
Avi Levine, CMI Sr. Manager Global Skin Cleansing, Unilever
Marcy Saltz, CMI Sr. Manager USA Skin Cleansing, Unilever
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Charlotte Coleman, Sr. Director, Big Sofa
Harriet Richardson, Director, Kantar