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Content marketing and brand positioning in the framework of Web 2.0 Marketing using the Global “Dirt is Good” campaign as an example

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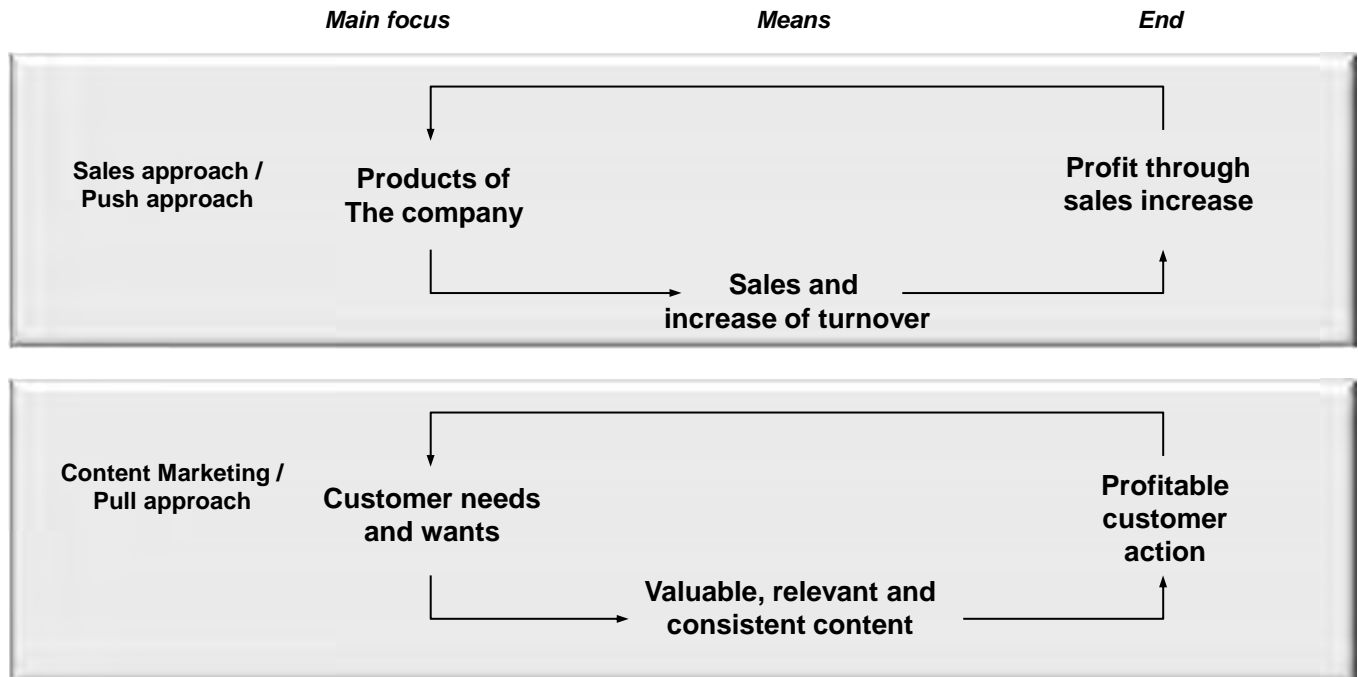
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The challenge and issue with traditional product related content and marketing communication is the information overload...

According to a Cisco research a single customer
would need more than 5 bln years to watch the entire
monthly video content on the Web.

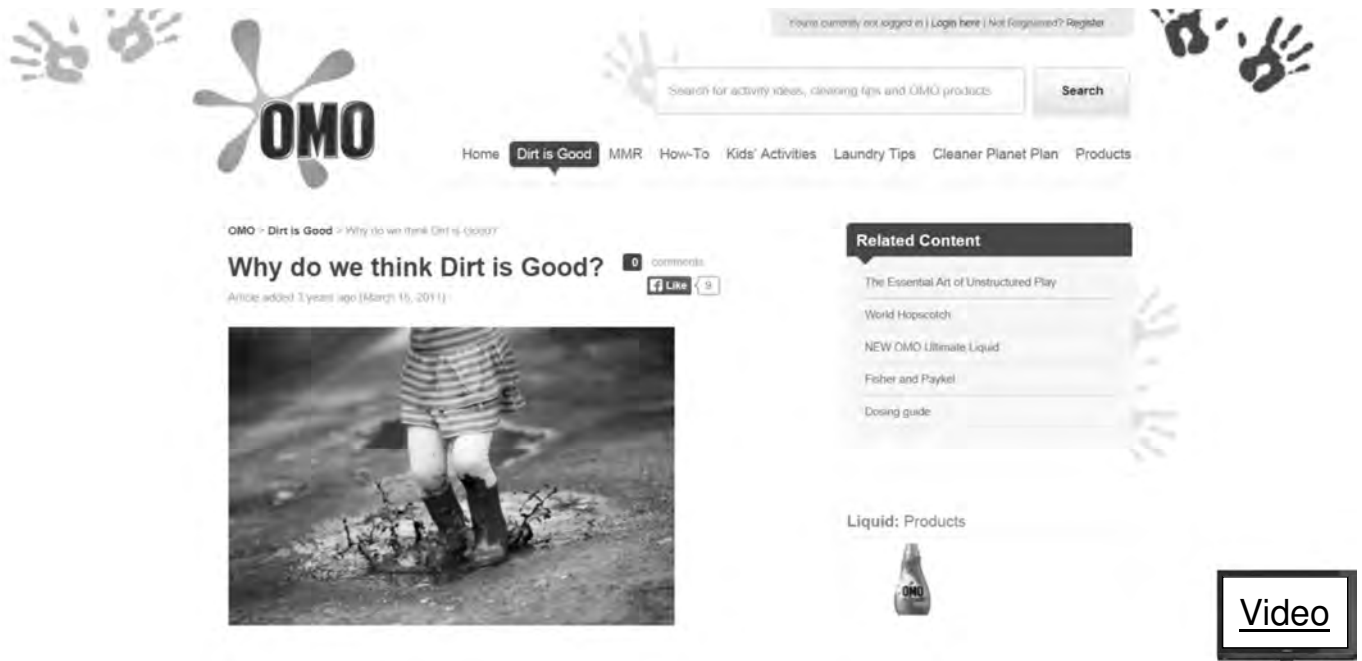


Content marketing is a marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience...

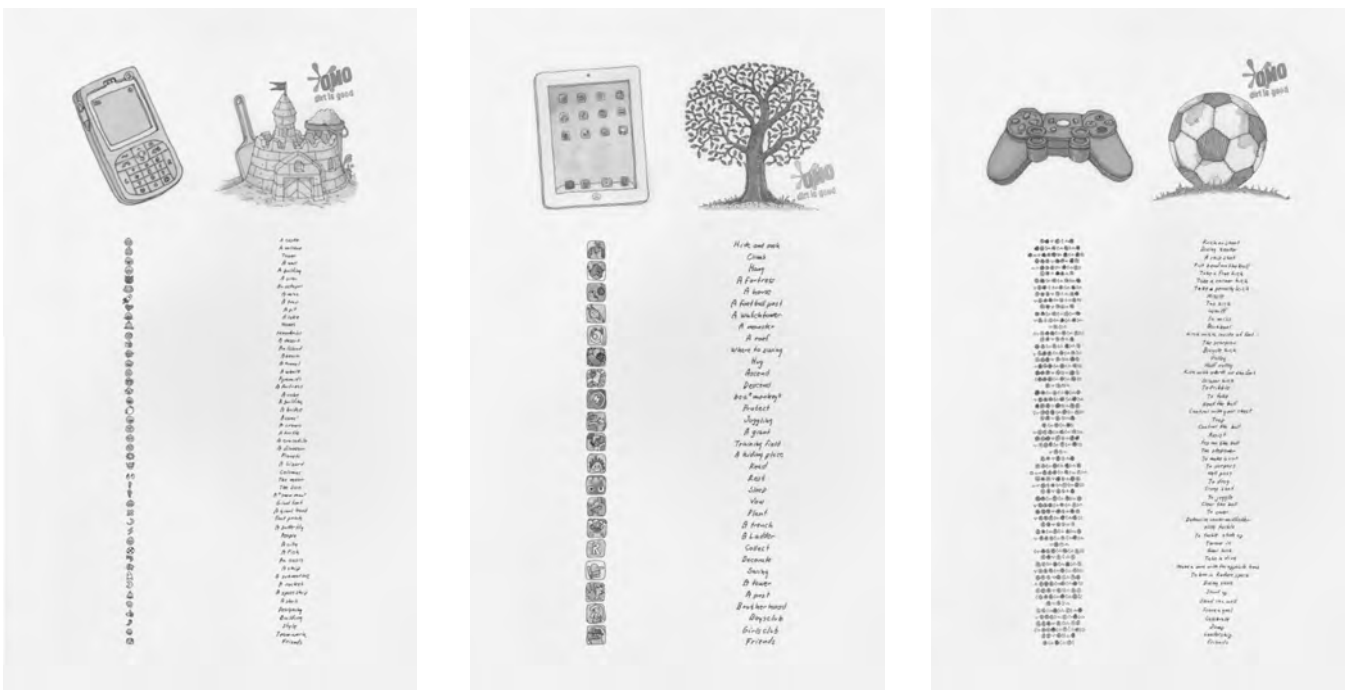


Effective brand management does not only evoke emotions but generates its own value set as shown in the Unilever case study...

In order to differentiate ist laundry products, Unilever launched the „Dirt is Good“ campaign to address and creating a completely different and unique value set...



Some campaign ideas acted as a counterpoint against the modern ways of parenting using devices....



The starting point for Unilever were several global studies and papers, they compiled and analyzed in order to identify the most relevant motives and set up a compelling CVP...



Giving Children The Right To Be Children

- Mums are anxious about safety (48%) or children becoming hurt (24%).
 - These concerns mean their kids are kept indoors, with the majority (71%) admitting they allow their children to place too much emphasis on sedentary indoor activities.
- These concerns have become obstacles that stand in the way of our kids' opportunities for outdoor or unstructured experiences.



Hygiene study

- An international study found that by over-protecting our children, we could be causing them to lose touch with friendly bacteria that help to build a strong immune system and stimulate their development.
- That's why Unilever launched the DIG campaign: it's important for us to stop being afraid of getting dirty as for children, playing outside is important for healthy development.



Have a go

- Unilever wanted to find out which activities kids around the world would love to 'Have a Go' at. They also wanted to learn about some of the concerns parents have around allowing their children to try new things.
- Results showed that many parents were the same in how they may feel when their kids tackle a new experience.

Further papers and studies conducted by Unilever in order to build a compelling value set around its global laundry products...



Children and Nature

- Unilever interviewed 2,000+ mothers and their children aged 8-12 in 11 countries to find out their views on nature and its positive influence on a child's development.
 - The research findings clearly show that mums understand the positive benefits of outdoor play for children.
- There is a real need for parents and children to have the chance to interact with nature and to learn through experience.



Mamma Mia

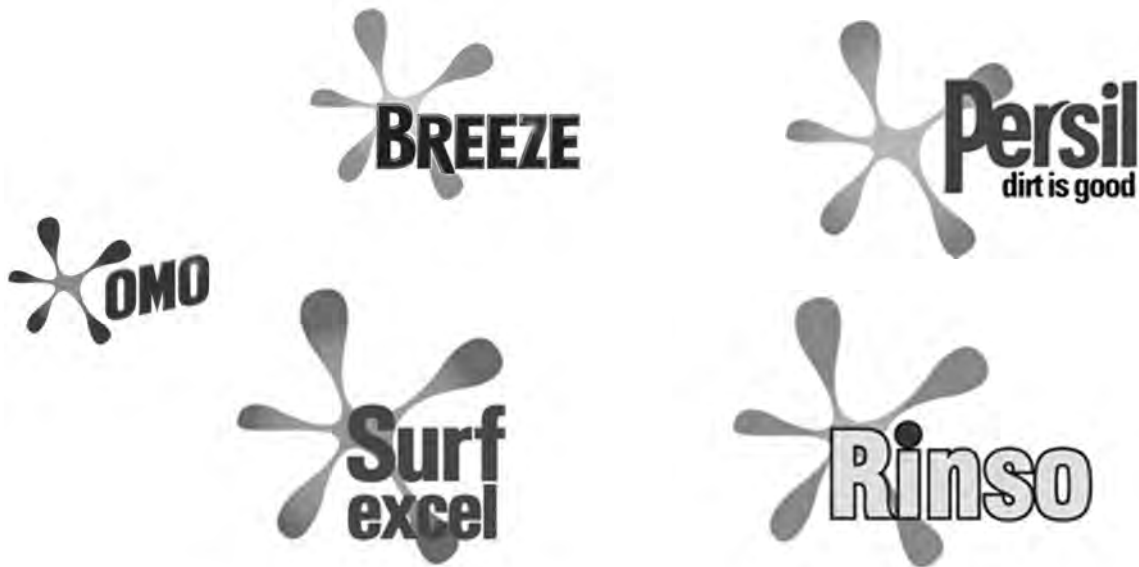
- Persil wanted to explore mums' instinctive understanding of values more deeply, so they spoke with 240+ mothers, 20 Grandmothers, and 5 Great Grandmothers in 10 locations around the world to do exactly that.
 - Child driven values such as creativity, imagination, curiosity and discovery are very important for kids' development, but as mums, we place less direct importance on them.
- Those value can be stimulated or facilitated through play and outdoor experiences such as climbing trees, rolling down hills or jumping in puddles.



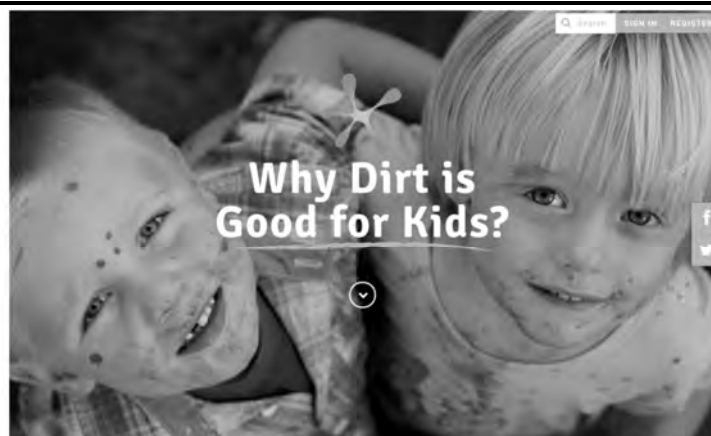
Letting go

- The aim was to recognise patterns across the world in parents' behaviour with relation to their children and play. We know that almost 70% of parents are scared that their children will get hurt if they try a new activity.
 - Almost the same percentage of children say that trying something new makes them feel happy and more confident (63%).
- Getting hurt, getting dirty and experiencing new things are all parts of growing up and developing healthily, so these things should be embraced and not feared. Our kids don't worry about them, so, as parents, why should we?

The „Dirt is Good“ campaign was rolled out in 70+ countries unifying Unilever’s marketing message around its detergent brands...



The CVP around the „Dirt is Good“ campaign is compellingly adressing the values and motives conveyed via global studies...



Washing clothes isn't the most fun part of bringing up a family. Sometimes the laundry basket seems bottomless! But every time we clean our children's clothes, we're helping them to go back out there, clean, smart and prepared to take on the world. And every time they come back with dirt and stains, you know they're coming back with experience too.

The implicit motives and values of parents are linked to the product's value proposition...

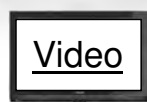


Growing up is a messy business

We believe dirt is good for kids because without dirt there would be no experience. Dirt is the mark of adventure. It's a sign that we're getting stuck in and learning from life. Children don't only learn by being taught. They learn by doing. Hands-on experience, discovery, and trial and error are vital to every child's healthy happy development. Laundry might not be fun, but don't worry - Persil will take care of even the toughest stains, so you can concentrate on the important stuff. Dirt is essential experience for life.



Unilever successfully demonstrated, how even low involvement products can be positioned uniquely and effectively...



With the help of the campaign Unilever tried to „humanize“ the laundry category removing the monolithic functional positioning to a bigger equity approach...

- ▶ Unilever successfully repositioned its laundry brands by **changing the dialogue of the category to a much more relevant and engaging subject** for their target group.
- ▶ The **message of the „Dirt is good“ brand is beyond any functional benefit – is about a higher order and purpose which is child development.**



„So, from a brand and a category that was suggesting fear from getting dirty we became a brand that was incentivising dirt.“

Aline Santos Faraht, Unilever's Global SVP for „Dirt is Good“

The campaign generated sustainable growth making the detergent brands included under the motto „Dirt is Good“ extremely successful...

- ▶ After the launch of the campaign in **Brazil, Unilever detergent upped its market share by six points**; nine in Pakistan.
- ▶ **Since its rollout in 2004, sales of the detergent brands included under the motto** (all bear a "splat" symbol on the packaging) **have grown from roughly \$473 million to about \$3.7 billion.**

Print ad – „Dirt is Good“...



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Print ad – „Dirt is Good“...(Cont.)



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Print ad – „Dirt is Good“...(Cont.)



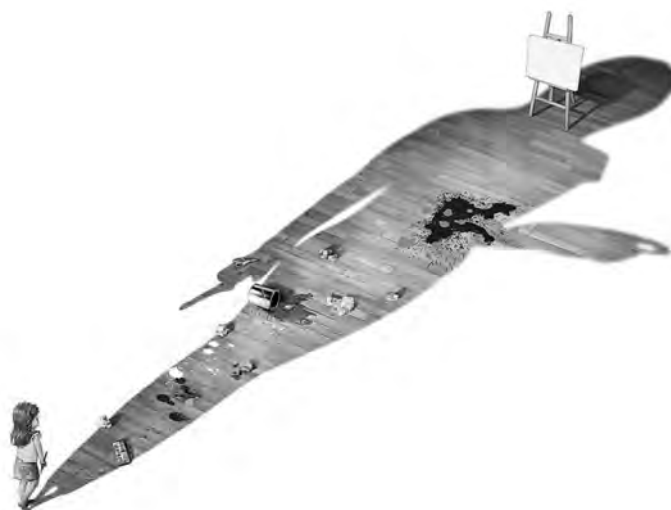
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Print ad – „Dirt is Good“...(Cont.)



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Print ad – „Dirt is Good“...(Cont.)



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Print ad – „Dirt is Good“...(Cont.)



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Print ad – „Dirt is Good“...(Cont.)



Print ad – „Dirt is Good“...(Cont.)



Print ad – „Dirt is Good“...(Cont.)



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In addition to the product offering, Unilever created the “Kid’s Activities” initiative to give parents expert tips on games and crafts showing easy ways to get their children involved...

Persil

- Homepage
- Laundry Products
- Laundry Tips
- Kids' Activities
- Dirt is Good
- Offers and Promotions
- Sustainability
- New Persil
- Kids Today Project

CONNECT US ON

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- Twitter
- YouTube

Kids' Activities

Welcome to Kids' Activities! We have lots of great ideas for indoor and outdoor activities for kids, so if you're looking for fun things to do with your kids, this is the place to be! We have expert tips on games and crafts showing easy ways to get your children involved, as well as videos demonstrating activities for children plus some handy step-by-step guides. Let us know which fun activities for kids you've tried and what works for you!

All kids' activities need to have adult supervision.

Use the filters below to find the perfect activity for your little ones.

ACTIVITY TYPE: ALL

INDOOR/OUTDOOR: BOTH, INDOOR, OUTDOOR

SORT BY: Newest, Most popular

RESET

ARTS AND CRAFTS

ARTS AND CRAFTS

FUN GAMES

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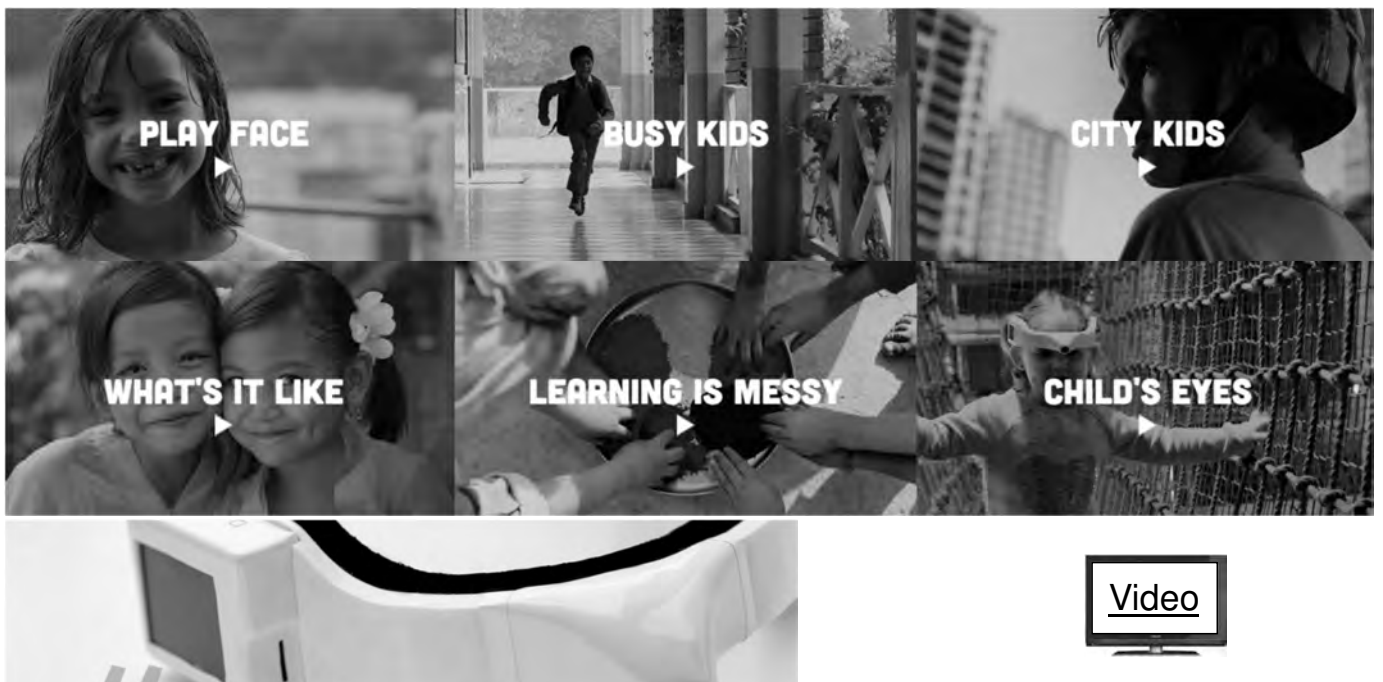
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Furthermore, the „Kids Today project“ launched by Unilever is also supporting the value proposition...

- ▶ Unilever launched this project to **encourage parents to give their children the space to explore the world around them** and get messy, because “Dirt is Good”.
- ▶ Within this project, Unilever tries to **understand more about how children learn and what it's like to be a kid today.**



Unilever wanted to understand how children see the world from the most direct perspective - their own and built a camera that would help them to see from a child's point of view...



The TV commercial “Roboboy” by Persil in the framework of its “Dirt is Good” campaign won several prizes and also communicates the value proposition convincingly...



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Final evaluation of Unilever’s „Dirt is Good“ marketing campaign identifies key success factors when it comes to generating a sustainable content marketing approach...

- ▶ The content needs to be customer-driven, valuable, relevant and consistent.
- ▶ The most important success factor is contents with journalistic quality and subject areas that are really interesting for people.
- ▶ Although the content elements do not need to correspond with the product in the first place, there must be a fluent fit with the brand value proposition.
- ▶ When implemented successfully, the people look for the contents themselves and significantly higher search engine rankings are the result.
- ▶ Content marketing helps to build brands with a greater purpose which will shape the future in today’s competitive market.

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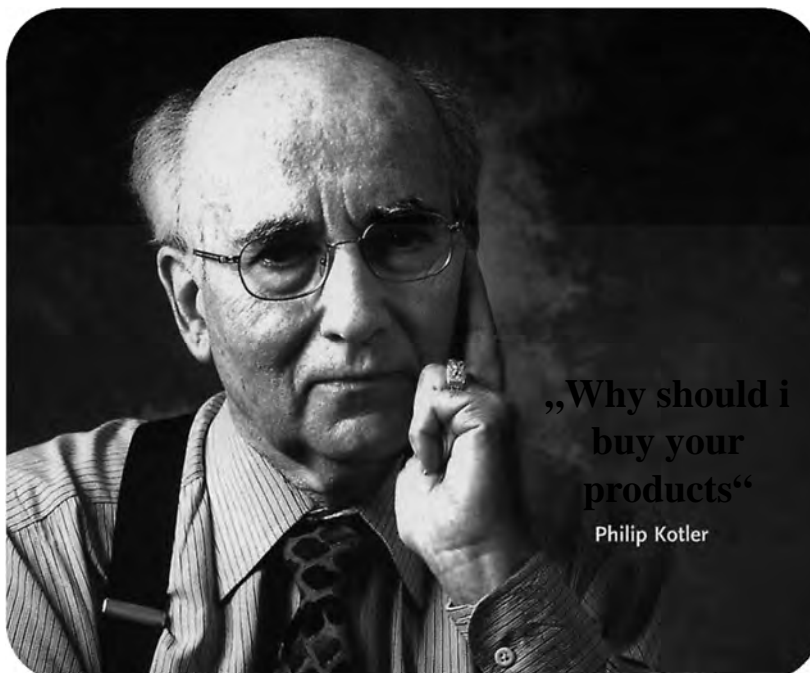
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Key take aways

- ▶ **A brand is a collection of perception in the hearts and minds of the customer and apart from relationships the strongest lever to arrive at a sustainable competitive advantage.**
- ▶ **When marketing brands the creation of genuine value sets is potentially highly compelling.**
- ▶ **Coporate brand management should not evoke contradicting value propositions**, especially if the value proposition is instrumental to the brand identity.

The most important question remains...



Questions and answers

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Thank you very much for your attention
I am looking forward to receiving your questions...

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Contact Details



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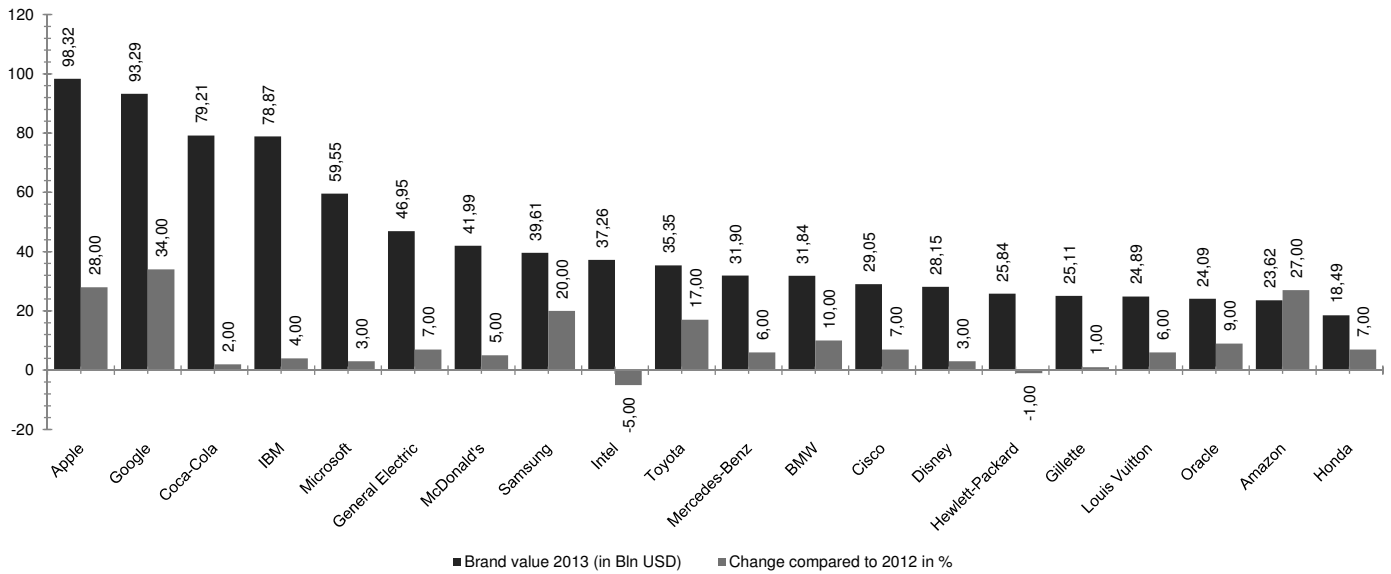
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Backhand

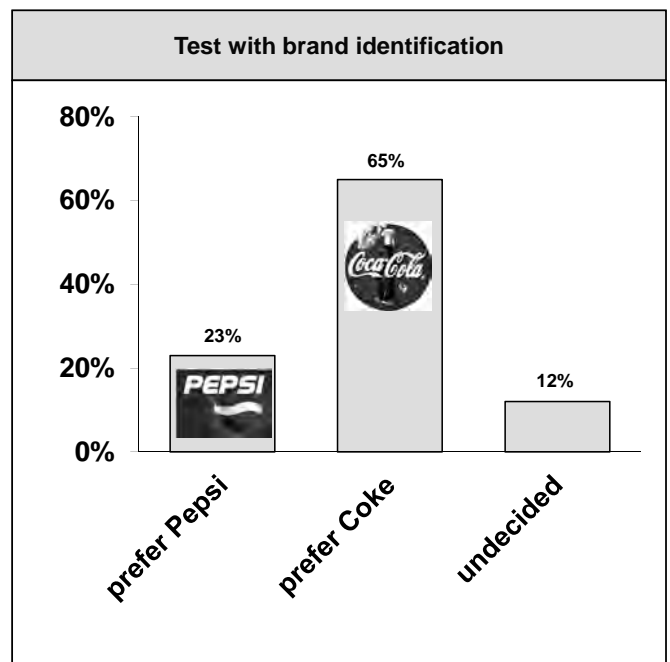
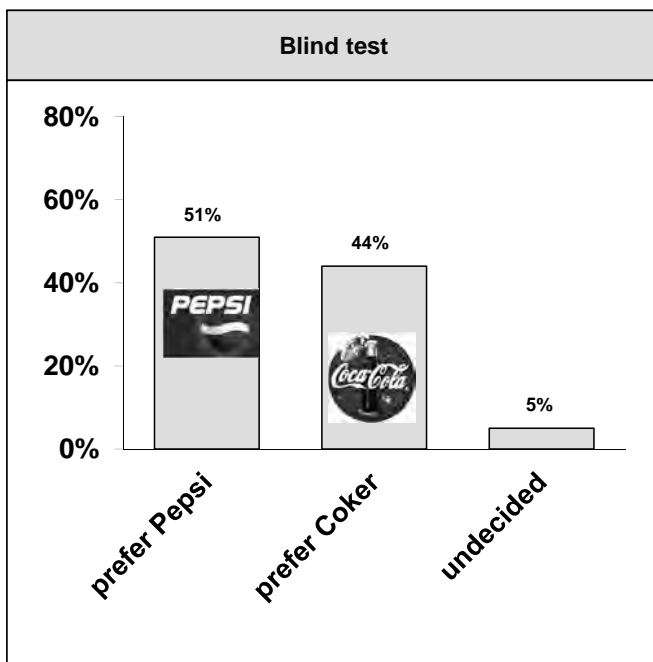
A brand is how a product is pictured in the consumer's mind



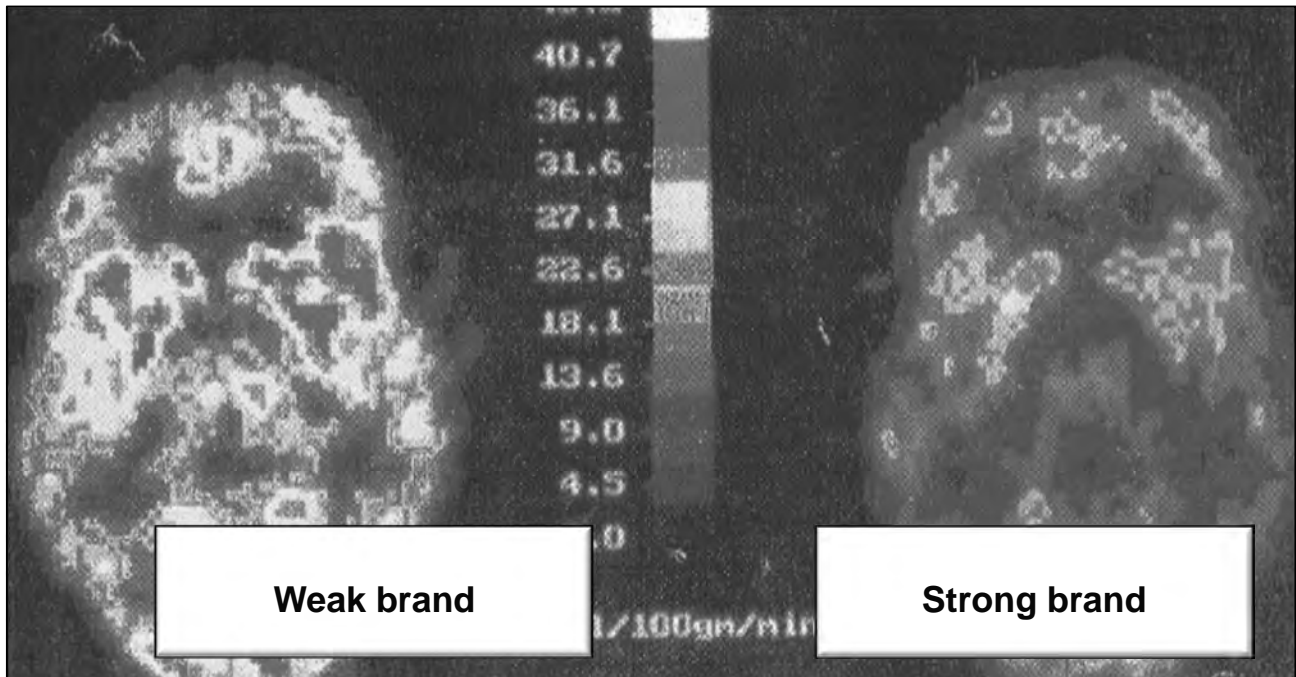
Top brand values 2013 in Bln USD



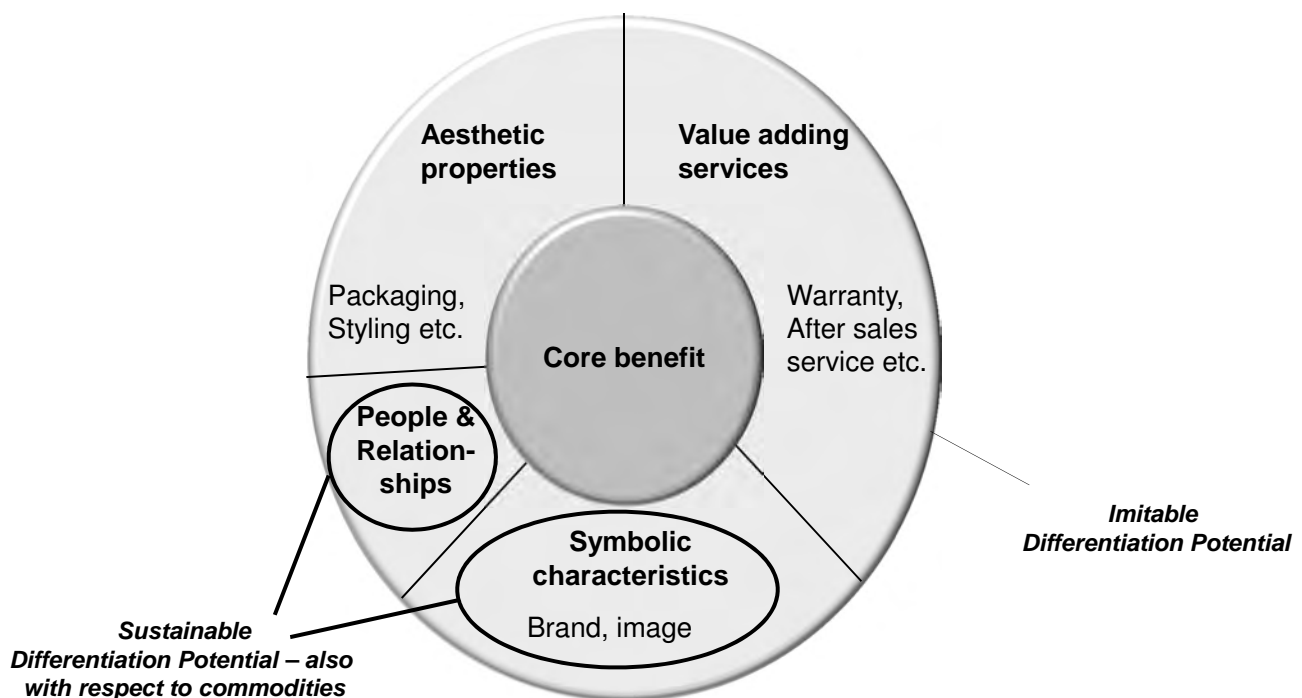
Marketing communication helps building preferences



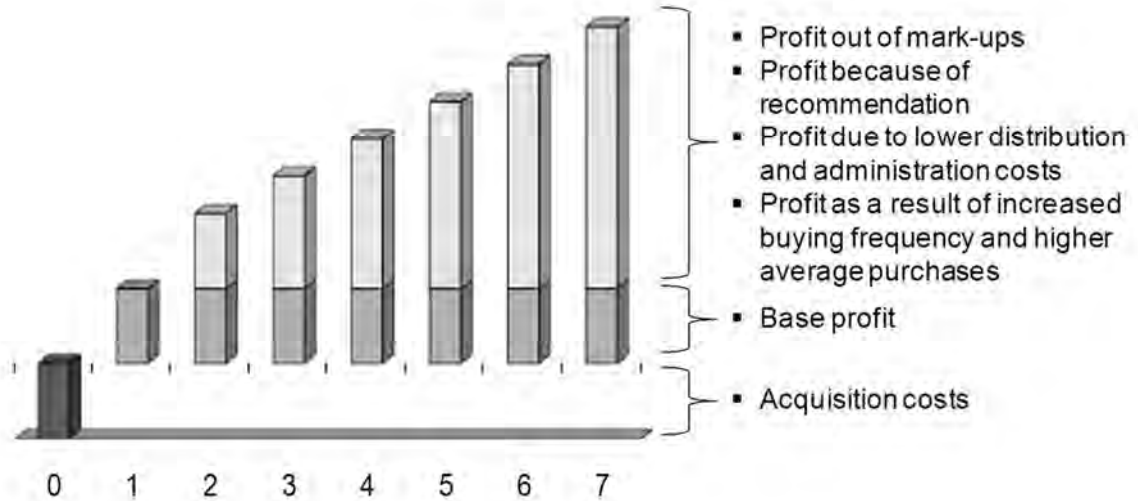
Brain scan research show weak brands causing lots of brain activity due to thinking processes whereas strong brands do activate emotional regions...



The dimensions of a product illustrate that functional properties cannot facilitate a sustainable competitive advantage...



The objective is to drive profitable customer action and establish long-term relationships through demand-driven content...



Source: Hollensen, S. and Opresnik, M.: Marketing: A relationship perspective, München 2010, p. 20