



**national  
student  
advertising  
competition**

**Presented by 2023-2024  
Competition Partner**



**team 406**

My mom did my **laundry...**

I want to protect my **staple pieces...**

I am striving for **sustainability**  
but sometimes fall **short...**

## INTRODUCTION

I am a full-blown **activist**...

We're all **unique.**



There's not **one way** to speak to everyone.

# Strategy.

AMELIA



We asked  
**around.**

# Pants Planet

STRATEGY

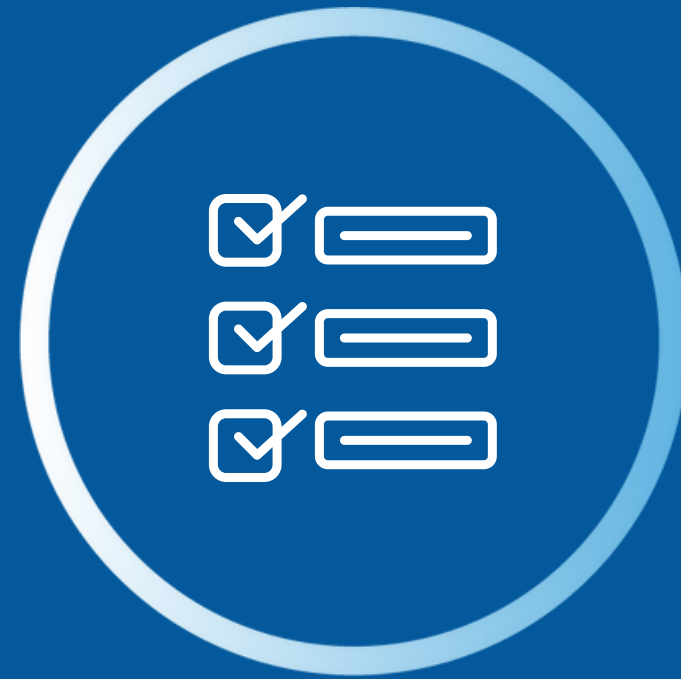
CLOTHES CREATE

# Confidence & Empowerment

But what about  
**the planet?**



## STRATEGY



**654**

survey  
respondents



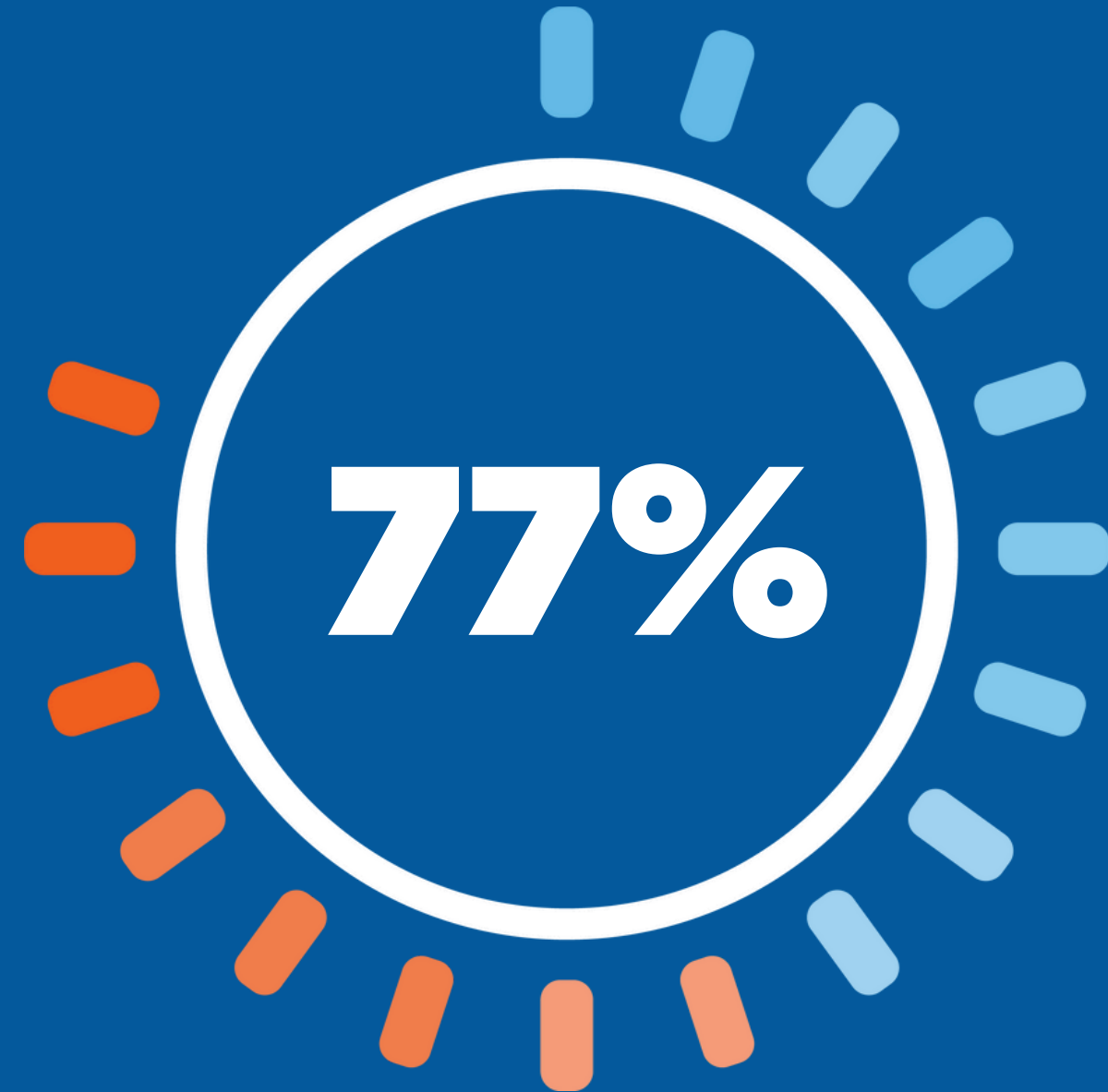
**728**

articles  
analyzed



**12**

industry  
professionals  
interviewed



were **likely or very likely** to change a habit if they knew it would **preserve the quality of their clothes.**

A large crowd of young people, mostly teenagers and young adults, are gathered for a climate protest. They are holding numerous handmade signs with various messages in German and English. Some signs include "SEI KEIN WICHTIGER VERZICHT!", "Demokratie heißt sich an Beschlüsse zu halten.", "DIE ERDE HAT NICHT SO VIEL PROBLEME WIE IHR", "SYSTEM CHANGE NOT CLIMATE CHANGE", "2045?", "DIE ERDE IST EIN FISCHE", "STOP ECOCIDE", "THE SEASONS ARE MORE IRREGULAR THAN MY PERIOD", "IF YOU WON'T ACT LIKE ADULTS WE WILL", "WIR HABEN NUR DICH", "WE ARE SKIPPING OUR LESSONS TO TEACH YOU ONE", "SHOULD WE GO TO SCHOOL IF YOU WON'T LISTEN TO THE EDUCATED", "DIE AMPEL WAR LANGE GELB", "rüber war", "in der", "ist die", "im", "Fisch", "TRÄUME", "WEGAN YES", "WENN", "THE", "GE", "DIE ERDE HAT NICHT SO VIEL PROBLEME WIE IHR", "SYSTEM CHANGE NOT CLIMATE CHANGE", "2045?", "DIE ERDE IST EIN FISCHE", "STOP ECOCIDE", "THE SEASONS ARE MORE IRREGULAR THAN MY PERIOD", "IF YOU WON'T ACT LIKE ADULTS WE WILL", "WIR HABEN NUR DICH", "WE ARE SKIPPING OUR LESSONS TO TEACH YOU ONE", "SHOULD WE GO TO SCHOOL IF YOU WON'T LISTEN TO THE EDUCATED", "DIE AMPEL WAR LANGE GELB", "rüber war", "in der", "ist die", "im", "Fisch", "TRÄUME", "WEGAN YES", "WENN", "THE", "GE". The text "This audience wants change." is overlaid in the center of the image.

A large, dense crowd of young people, primarily teenagers and young adults, are gathered outdoors for a protest or demonstration. They are holding up numerous handmade signs with messages related to climate change and social justice. Some visible signs include "SHOULD WE GO TO SCHOOL IF YOU WON'T LISTEN TO THE EDUCATED", "SEI KEIN WICHTIGER VERZICHT!", "Die AMPEL war LANGE GELB", "Fisch", "STOP ECOCIDE die Erde schützen", "THE SEASONS ARE MORE IRREGULAR THAN MY PERIOD", "SYSTEM CHANGE NOT CLIMATE CHANGE", "2045?", "DIE ERDE HAT NICHT SO VIEL PROBLEME WIE IHR", and "Demokratie heißt sich an Beschlüsse zu halten.". The crowd is diverse in appearance, with many wearing casual clothing like t-shirts and caps. The background shows more people and some urban structures, suggesting a city street setting. The overall atmosphere is one of active participation and collective action.

STRATEGY

This audience **wants change.**



are **distrustful** of **eco-friendly claims** from companies.

They want to **make a difference,**  
but they **don't know how.**

**Authentic** solutions are **missing.**

**Generation Z**

**Millennials**

STRATEGY

**Clothing incentive.  
Collective movement.**

STRATEGY

# Sustainable laundry revolution.



Find people  
**where they are.**



# The **Microsite.**

Everything funnels through the  
**microsite.**

STRATEGY

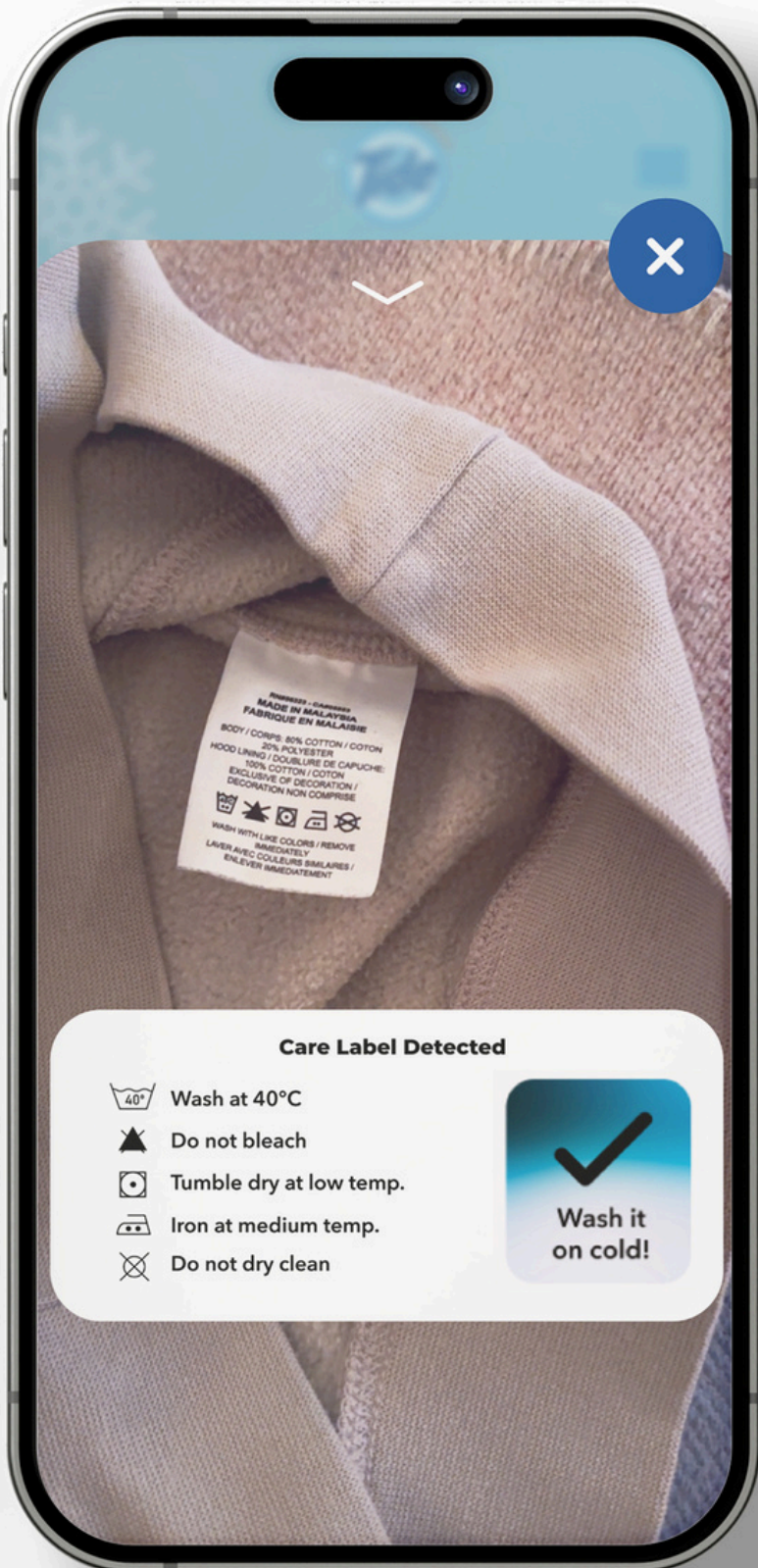
How you find it  
**changes how  
you see it.**

Unique experiences  
for unique people.





Energy Estimator



Tag Scanner

STRATEGY



STRATEGY

**Unique** audience.



A **huge** opportunity.

STRATEGY

Rethink **sustainability.**

STRATEGY

Celebrate **clothes.**



The **Dial** Makes the **Difference**.



THE DIAL MAKES THE DIFFERENCE



THE DIAL MAKES THE DIFFERENCE



# Executions.

FRANCESCA

GABRIEL

LILY

**There's no**  
one-size-fits-all.

EXECUTIONS

**Real** people.  
**Real** lives.

TIDE + DEPOP

# Vintage Culture



TIDE + DEPOP

depop



TIDE + DEPOP

# depop

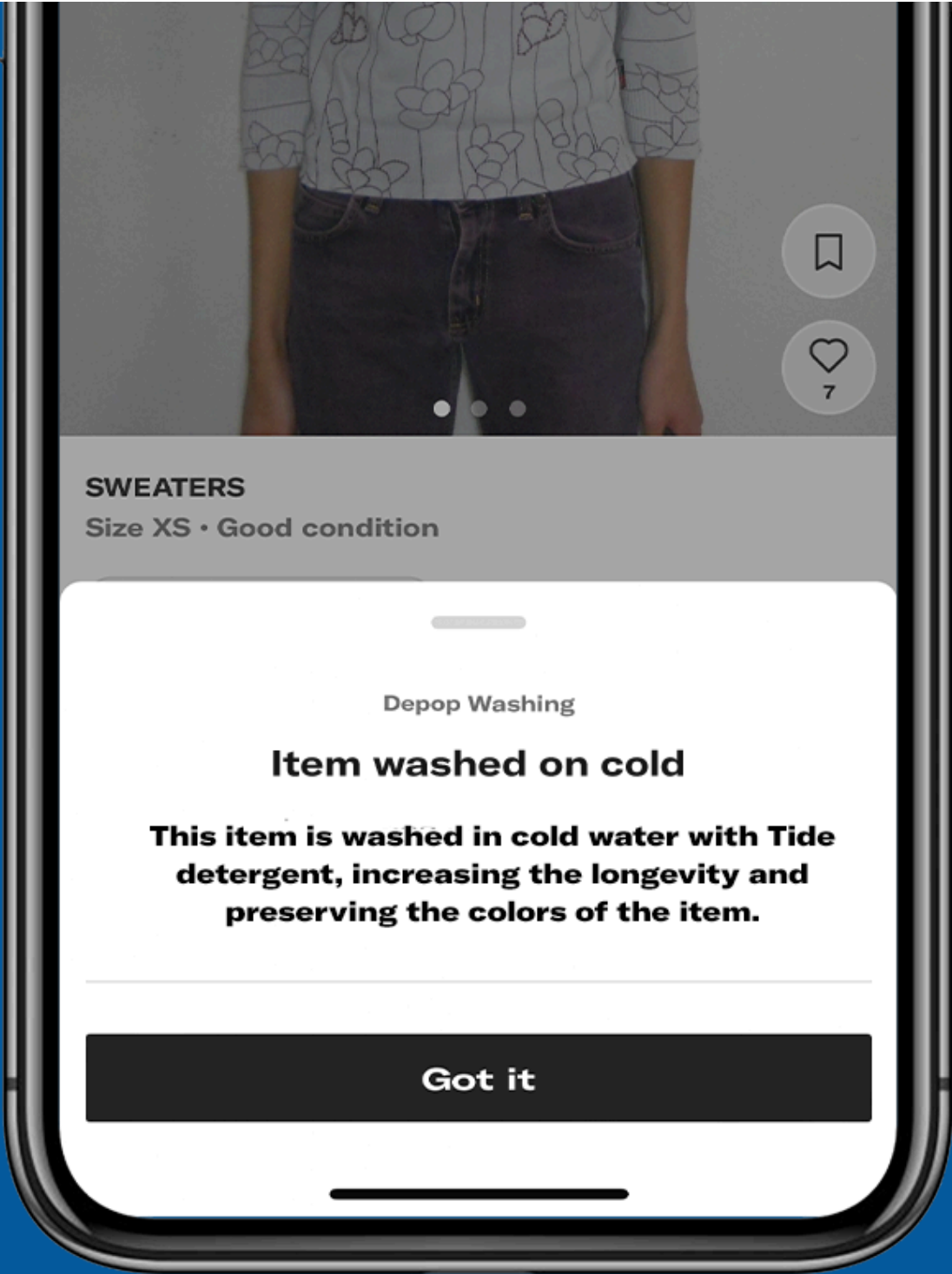
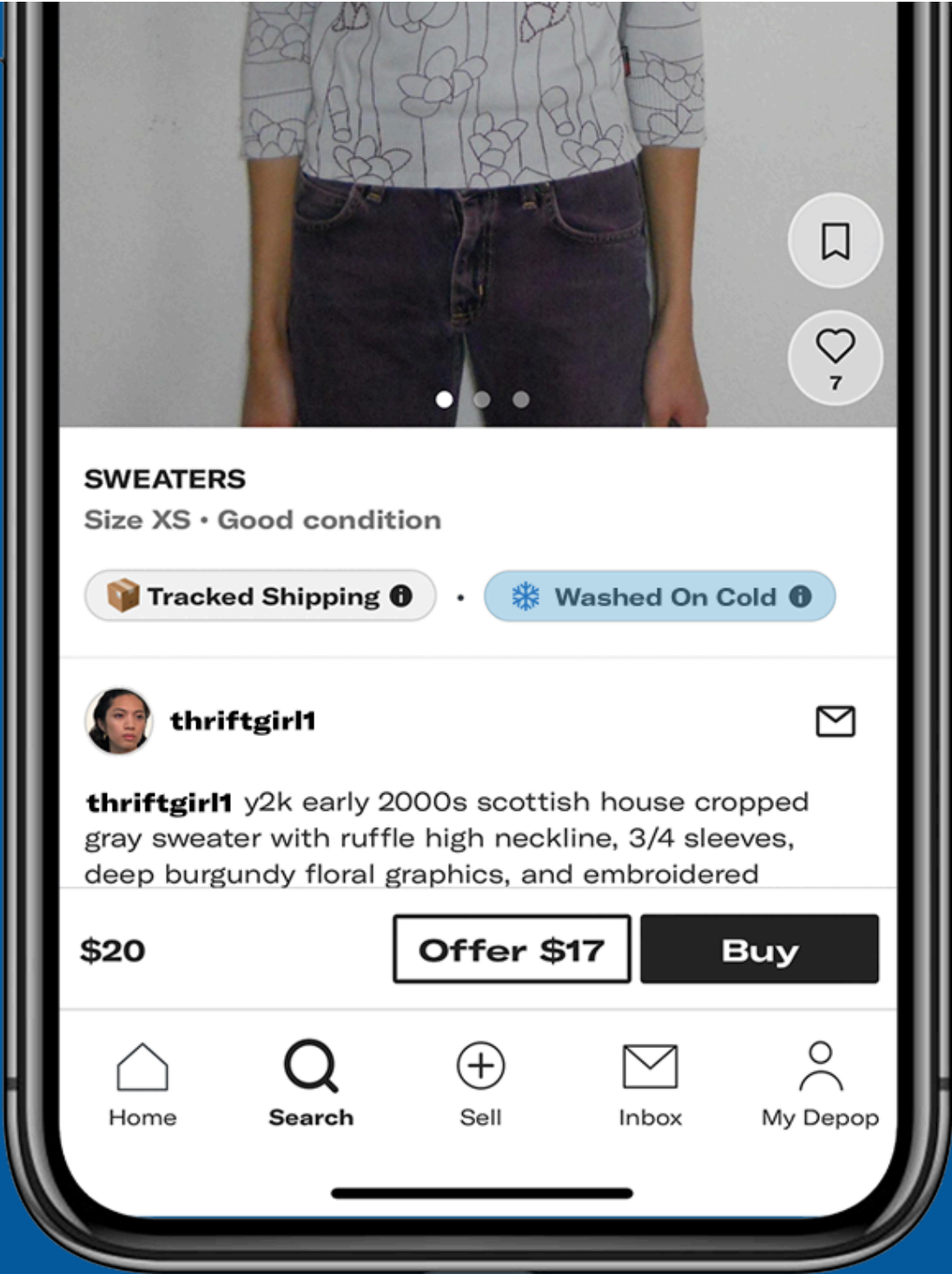
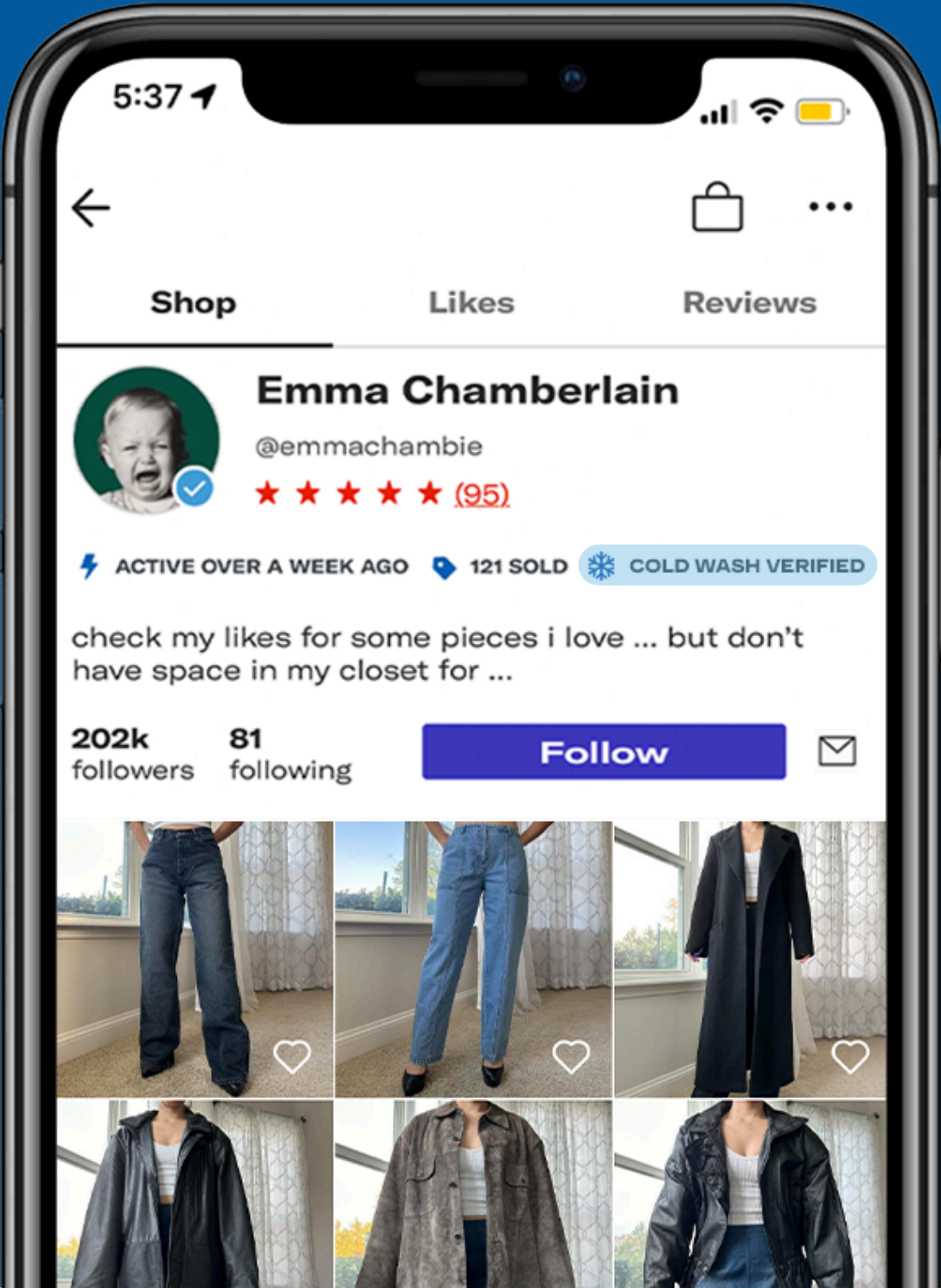
**30 million** users  
**90%** under 25

depop



**Washed On Cold**





All avenues point to **cold.**



TIDE + GOODWILL

We can't ignore the **in-person**  
shopping experience.



#TurntoCold



## The Dial Makes the Difference.

With Tide's new cold-powered formula, you can preserve the clothes you care about by washing them in cold water.

Visit [www.turntocold.com](http://www.turntocold.com) to take the #TurntoCold pledge, joining thousands of others on Tide's mission to preserve clothing and reduce energy consumption.



TIDE + GOODWILL



**Second-hand doesn't  
have to stop at second.**

**Preserve the clothes you  
love by choosing cold.**

#TurntoCold

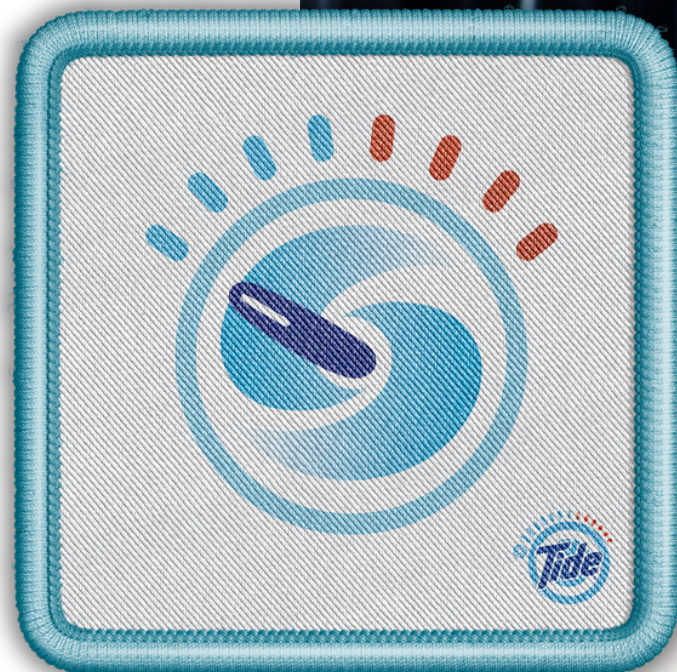


**The Dial Makes  
the Difference.**

Preserve the clothes you care about.  
Minimize your environmental impact.  
Make the decision to #TurntoCold.



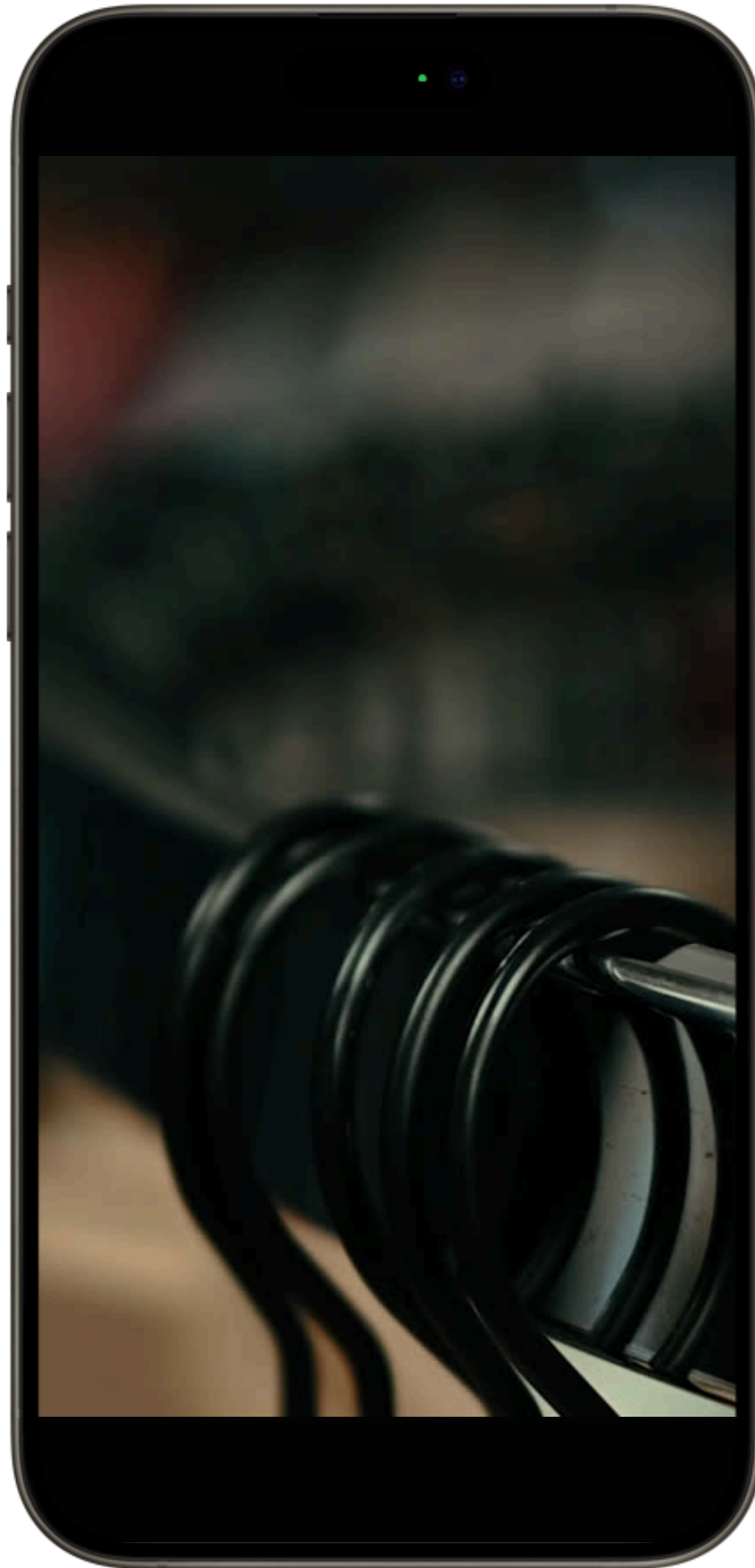
Scan the code to  
more about the b  
cold water has to



Spot:

**“Nadav’s #TurntoCold Story”**

TIDE + GOODWILL



TIDE + GOODWILL

Tide brings **clean clothes**  
to **more people.**

TIDE + GOODWILL



loads<sub>of</sub>  
hope™

TIDE + GOODWILL

Giving clean clothes  
a **second life.**

TIDE + GOODWILL + NEW YORK ROAD RUNNERS



TIDE + GOODWILL + NEW YORK ROAD RUNNERS

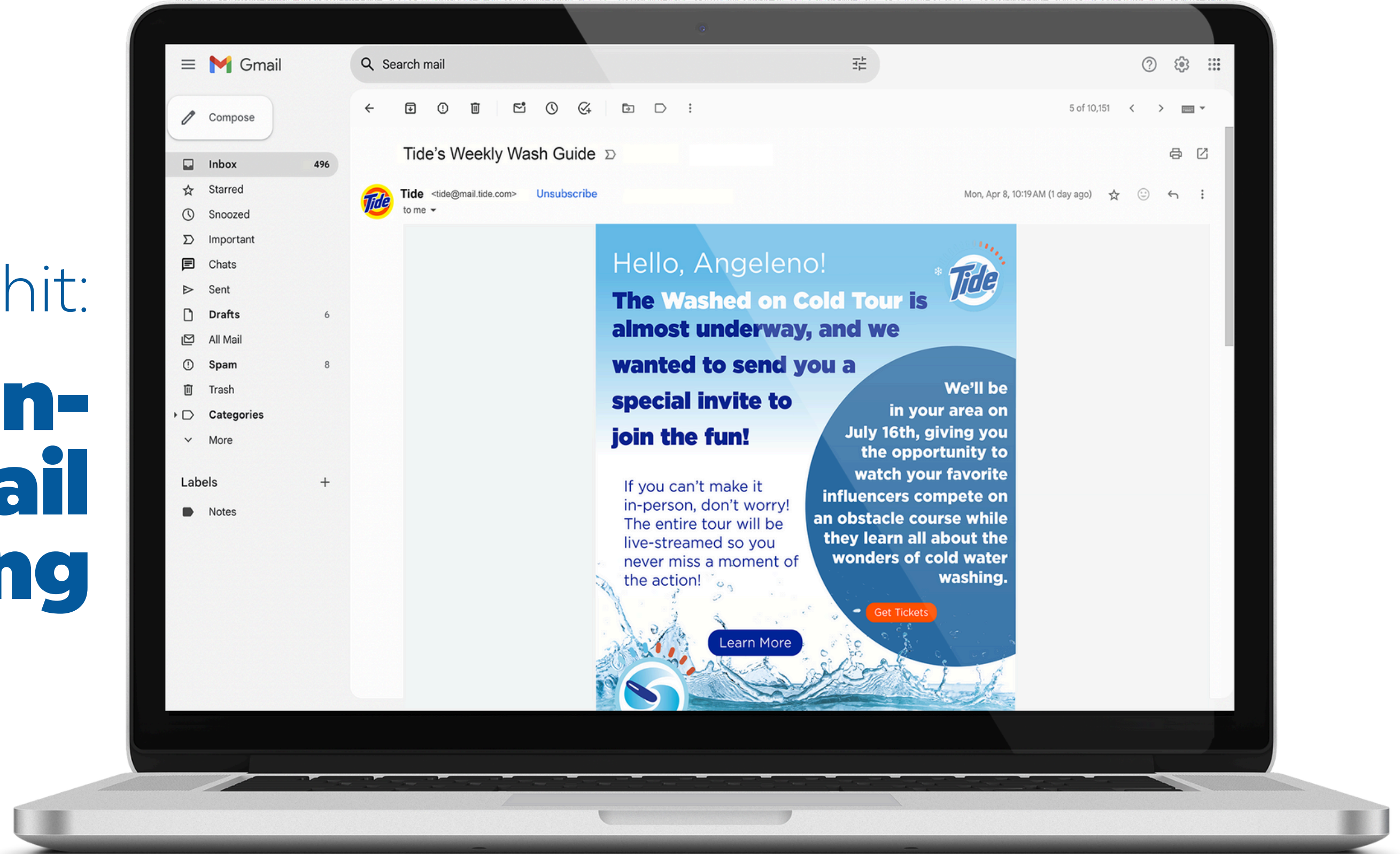


Spot:

**“Nicole’s #TurntoCold Story”**

We're **meeting** our audience  
where they're at.

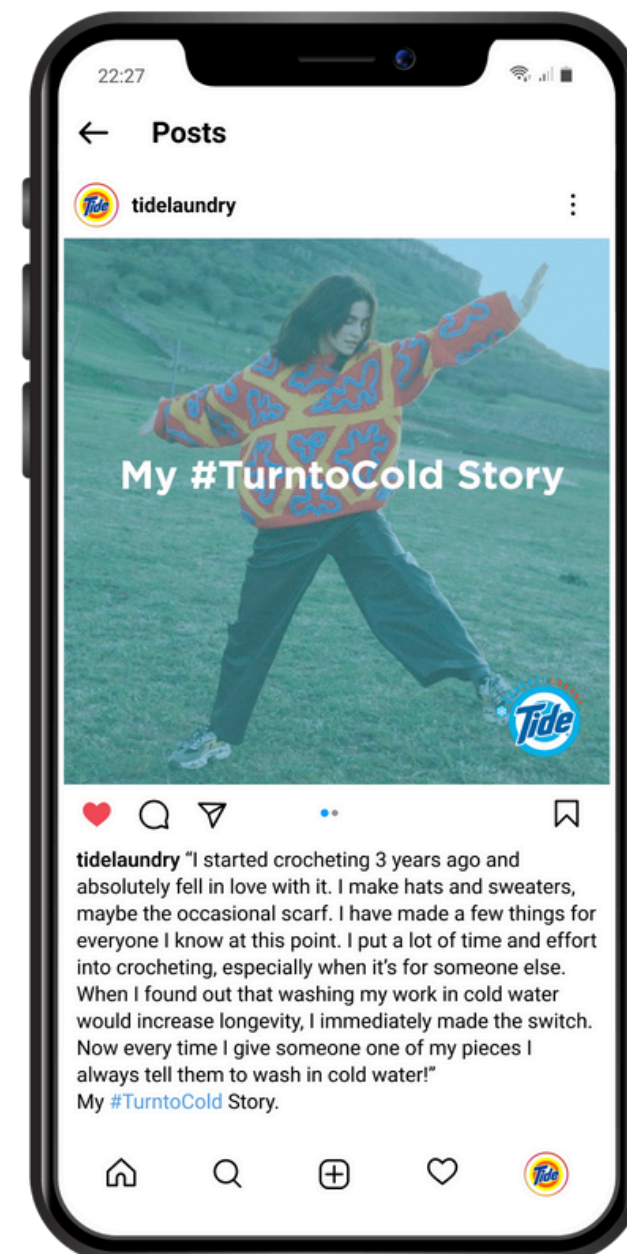
A surprise hit:  
**Location-based email marketing**



**\$6 billion**

Market Size

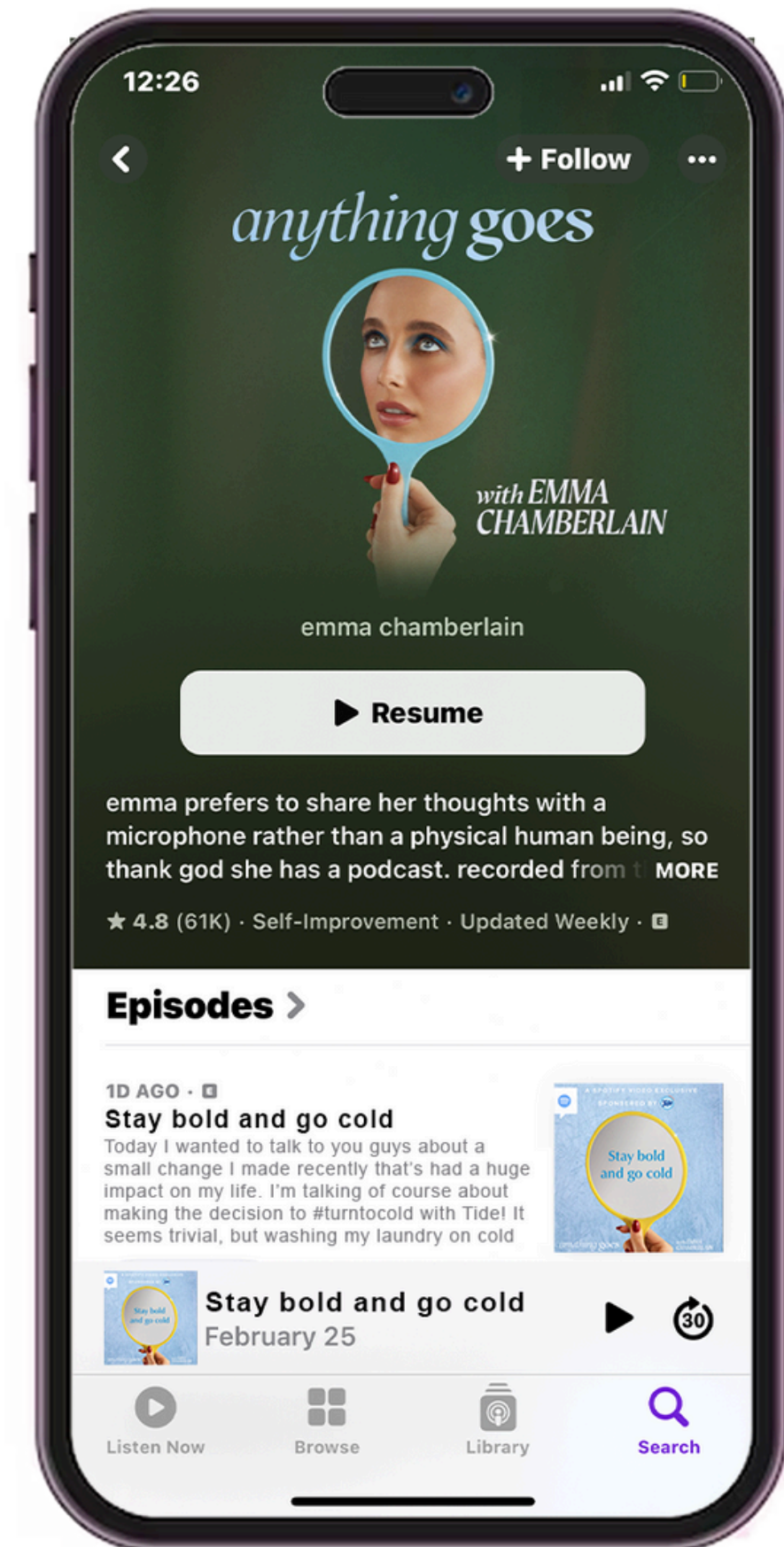
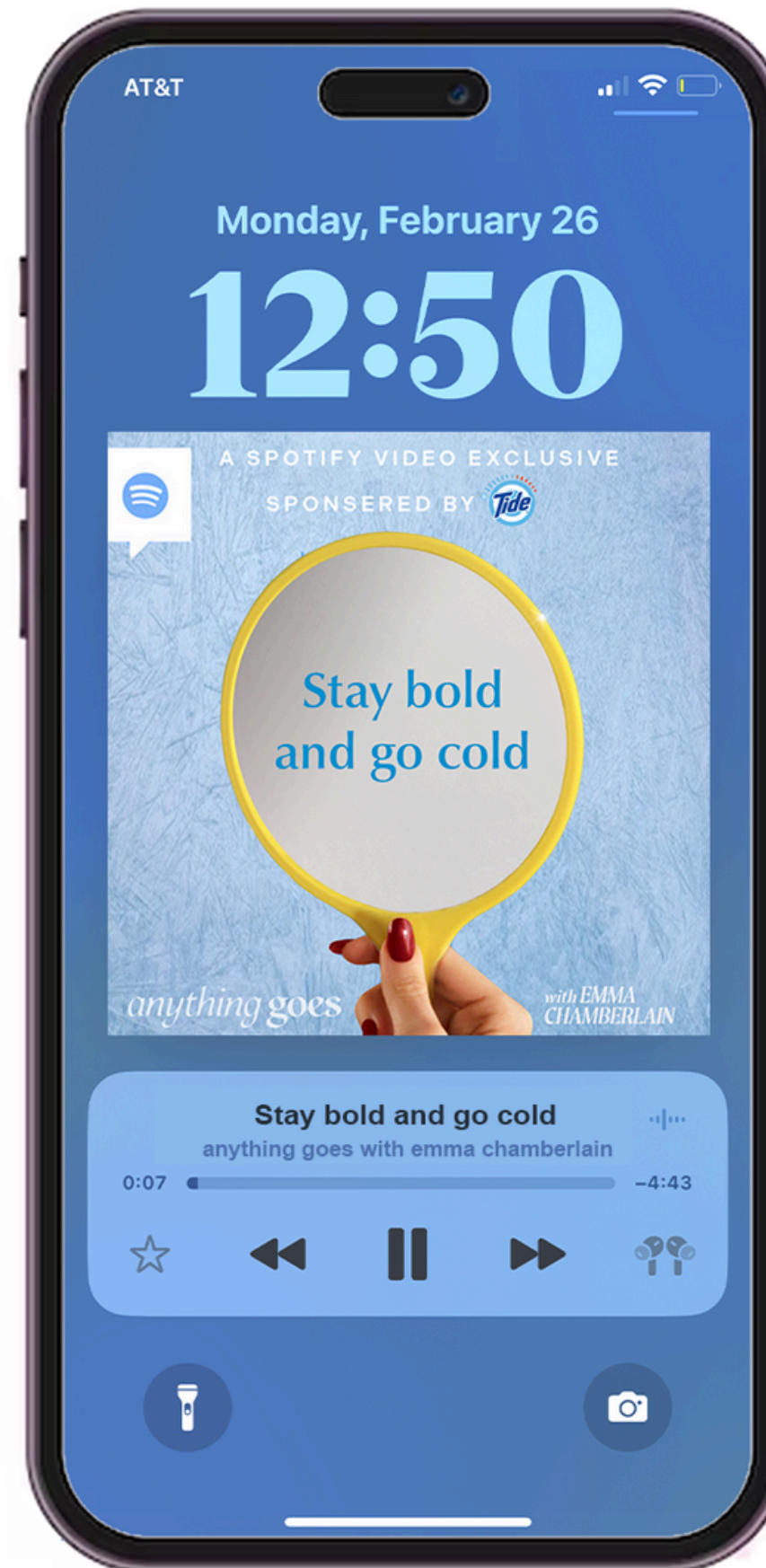
## INSTAGRAM + TIKTOK



# Instagram + TikTok

# Podcasts

## PODCASTS



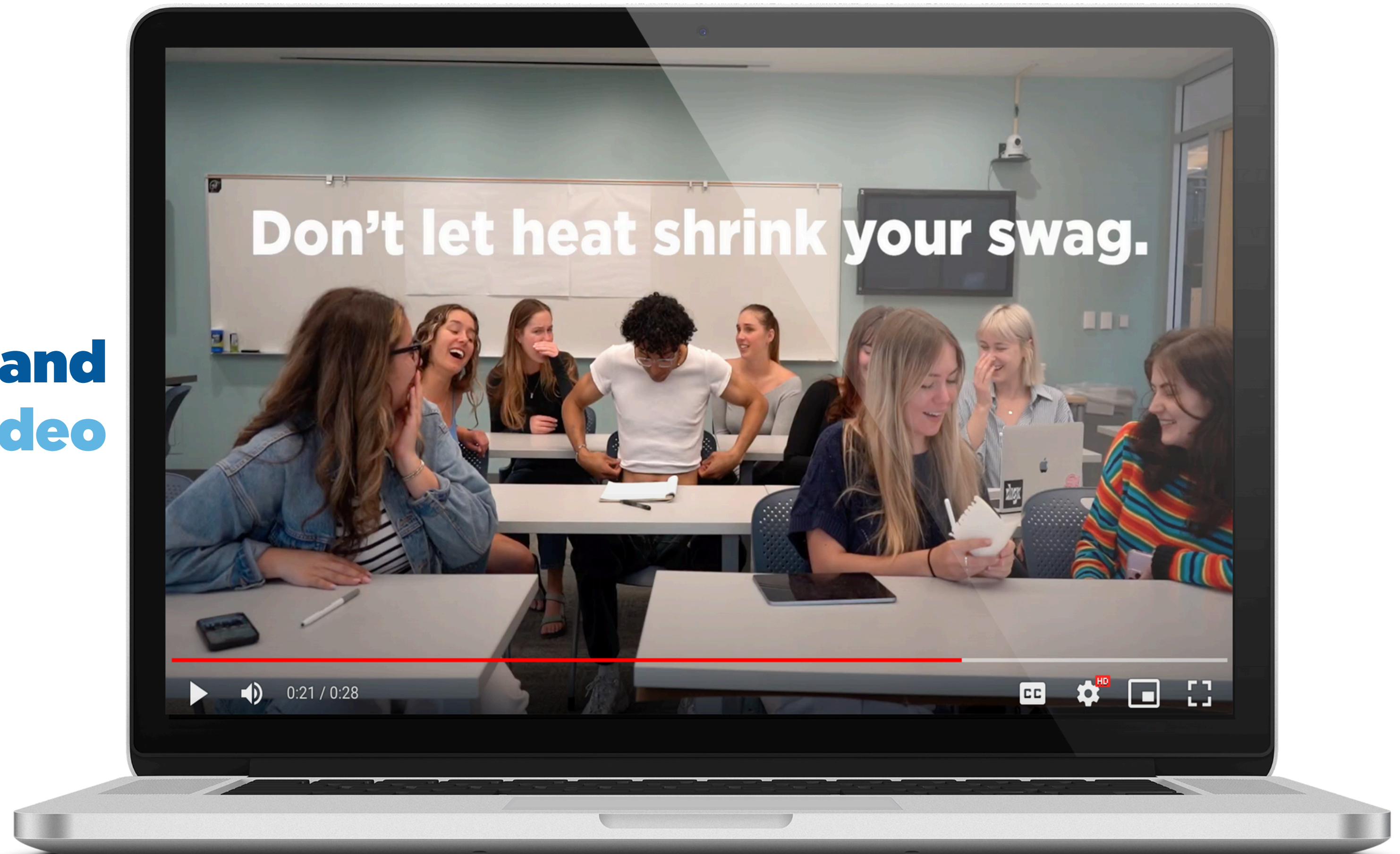


of listeners were made aware of a  
**new product.**



went out of their way to  
**research more.**

## Hulu and Prime Video



SVOD/OTT

Spot:

**“Shrunken Shirt”**

SVOD/OTT



STREAMING

Another side of **streaming.**



One  
**billion**

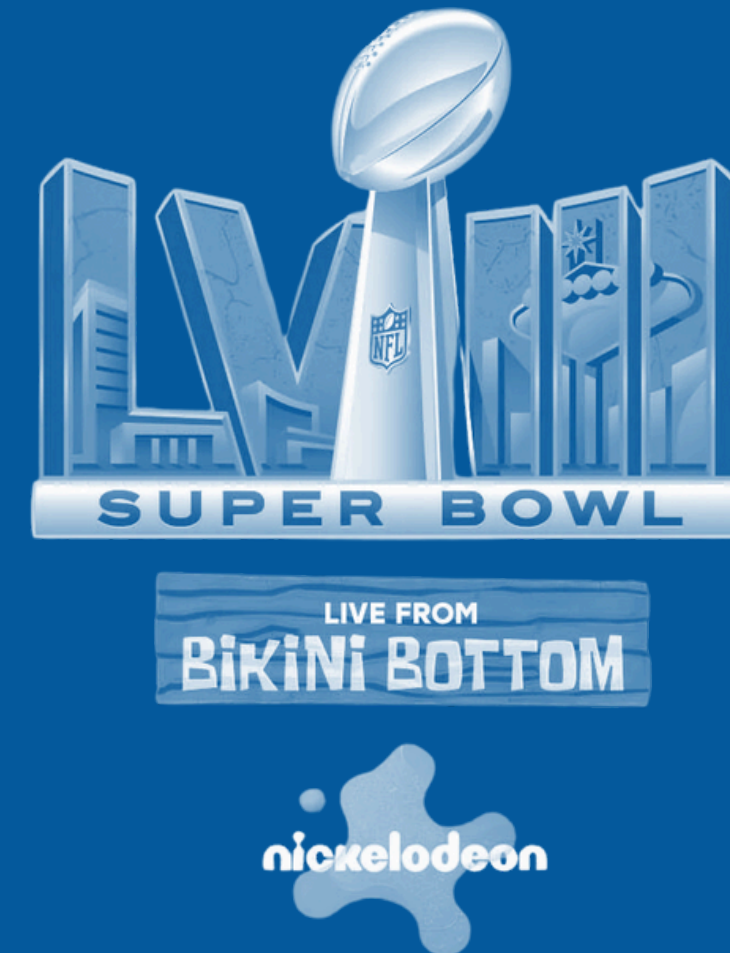
hours of **YouTub**e  
watched  
**per day.**

One  
**trillion**

live minutes  
watched on  
**Twitch** last year.



Over  
**2 million**  
viewers



Over  
**1.2 million**  
viewers

WASHED ON COLD TOUR

**Washed on Cold Tour.**

# ICY INSIGHTS:

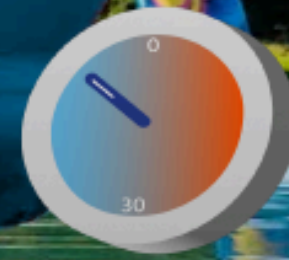
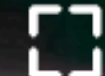


You can make a small change for a cleaner world by washing your clothes on cold. #TurntoCold



0:50 / 2:50

WASHED ON COLD TOUR



WASHED ON COLD TOUR

We're pulling influencers from **all corners.**

WASHED ON COLD TOUR



**Ludwig**

> 2 billion total views



**John Cena**

150k average likes  
on instagram



**Cody Ko**

Top 500 channels  
in America by  
engagement

WASHED ON COLD TOUR

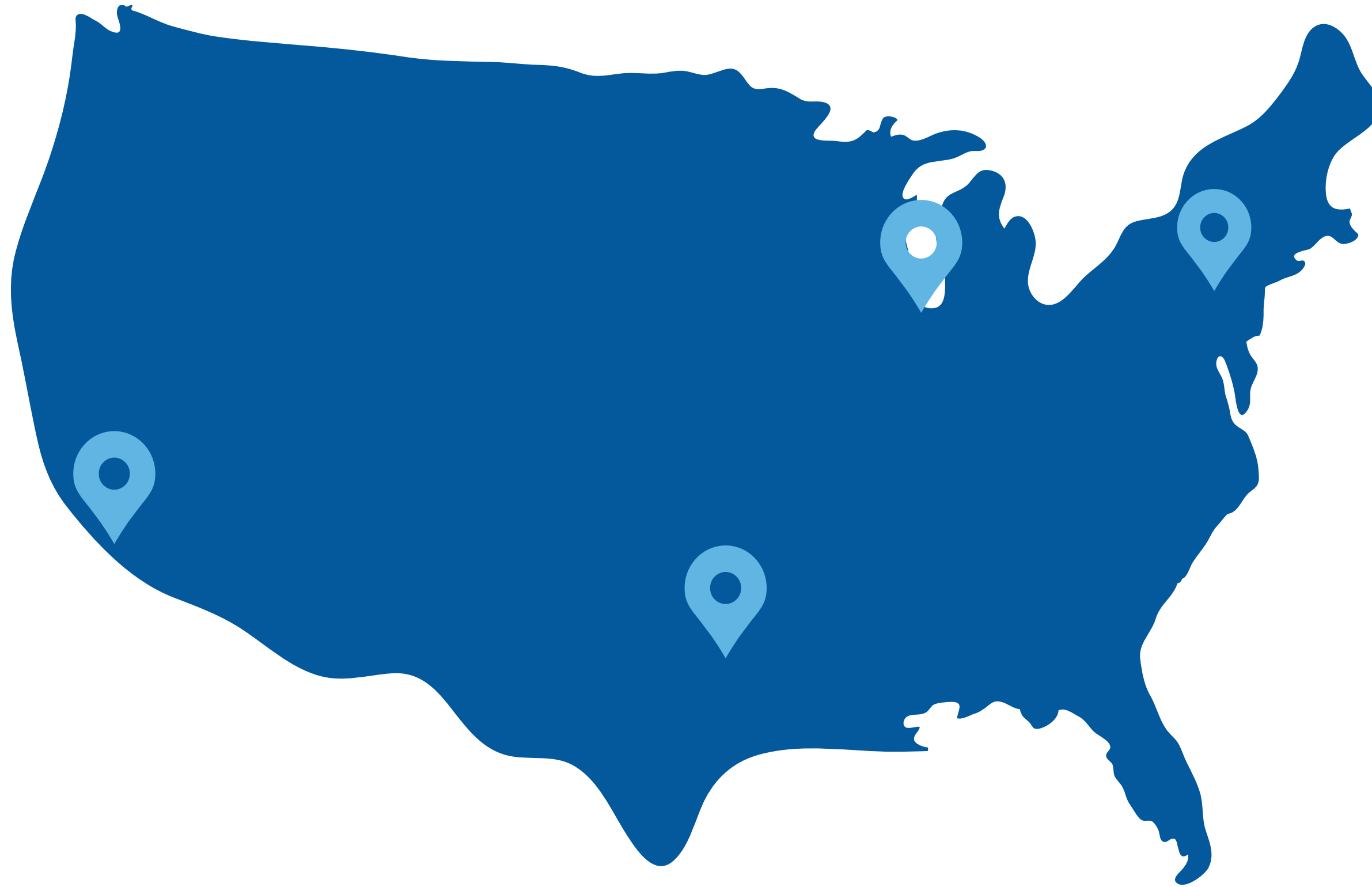


Bill Nye

Jason Kelce



## WASHED ON COLD TOUR



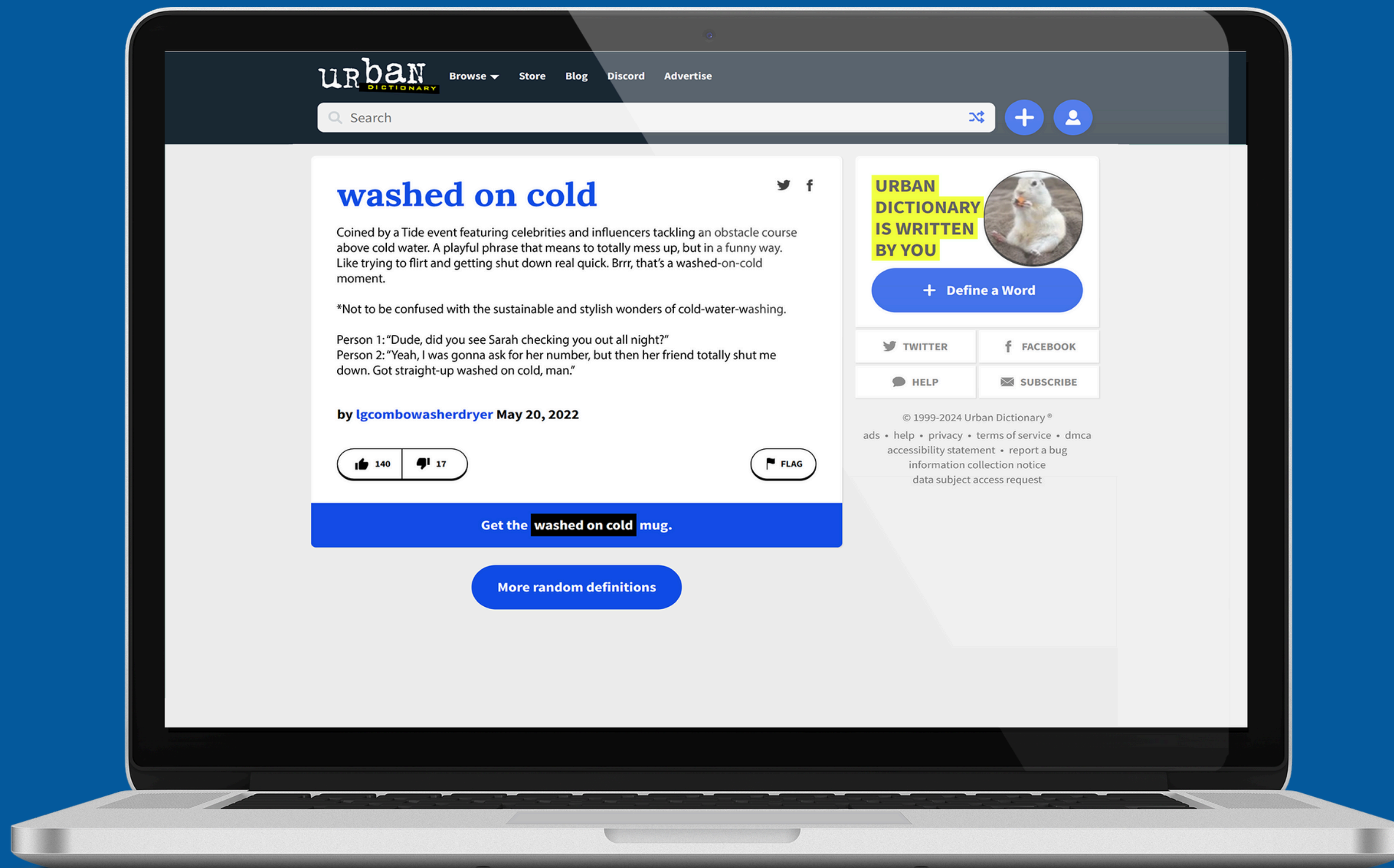
Los Angeles  
Houston  
New York  
Chicago

WASHED ON COLD TOUR





# WASHED ON COLD TOUR



WASHED ON COLD TOUR



A solely  
**Tide** event.

EXECUTIONS

**Students.**

EXECUTIONS

College students represent a  
**unique opportunity.**



Most students say they learned how  
to do their laundry from their  
**parents.**

**...before** those habits cement into habits of their own.

Turn to cold **for good.**

## EXECUTIONS

We've gone **all in.**

## EXECUTIONS



Digital

OOH

Experiential

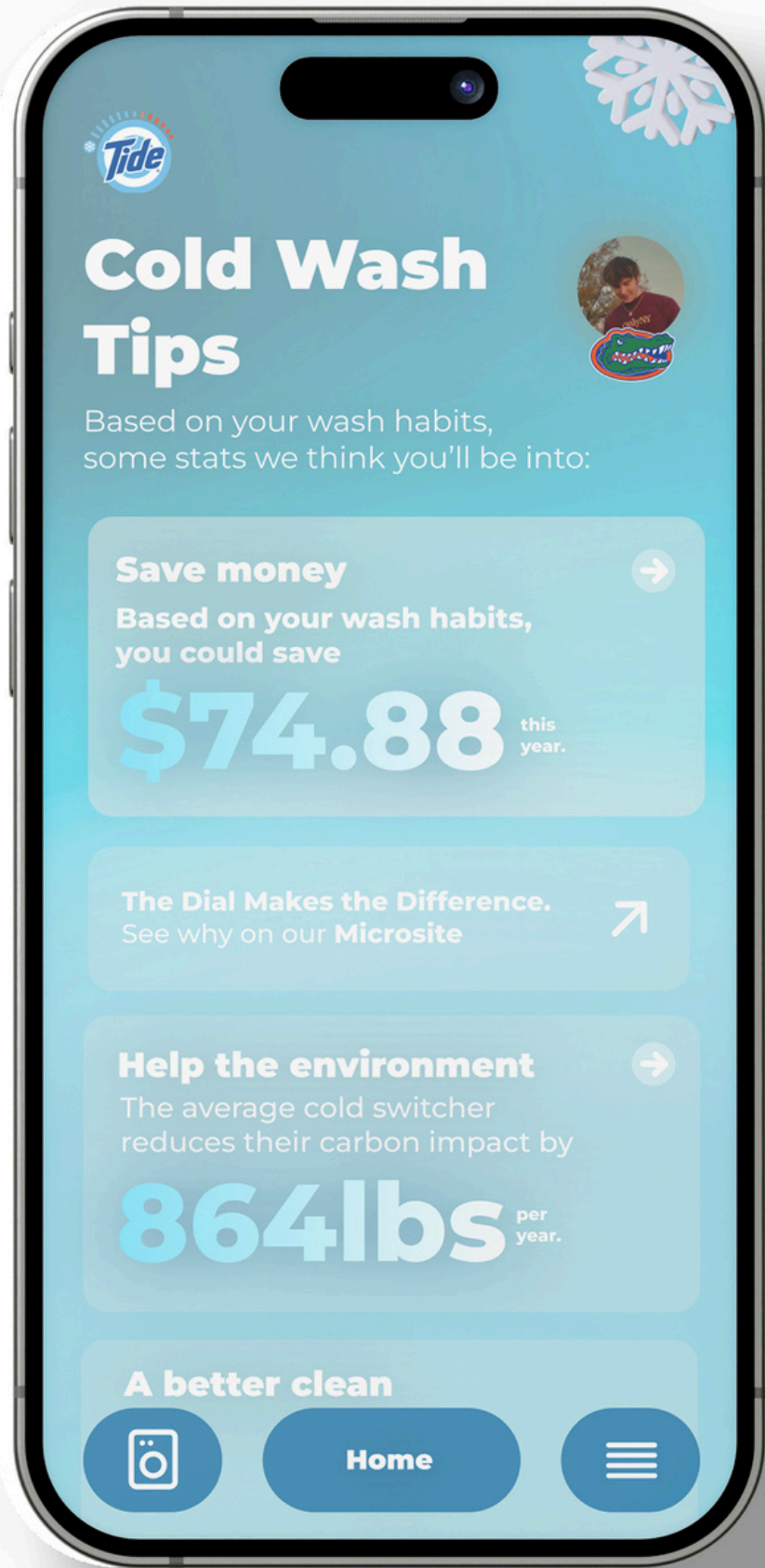
COLDEST CAMPUS

**Coldest Campus.**

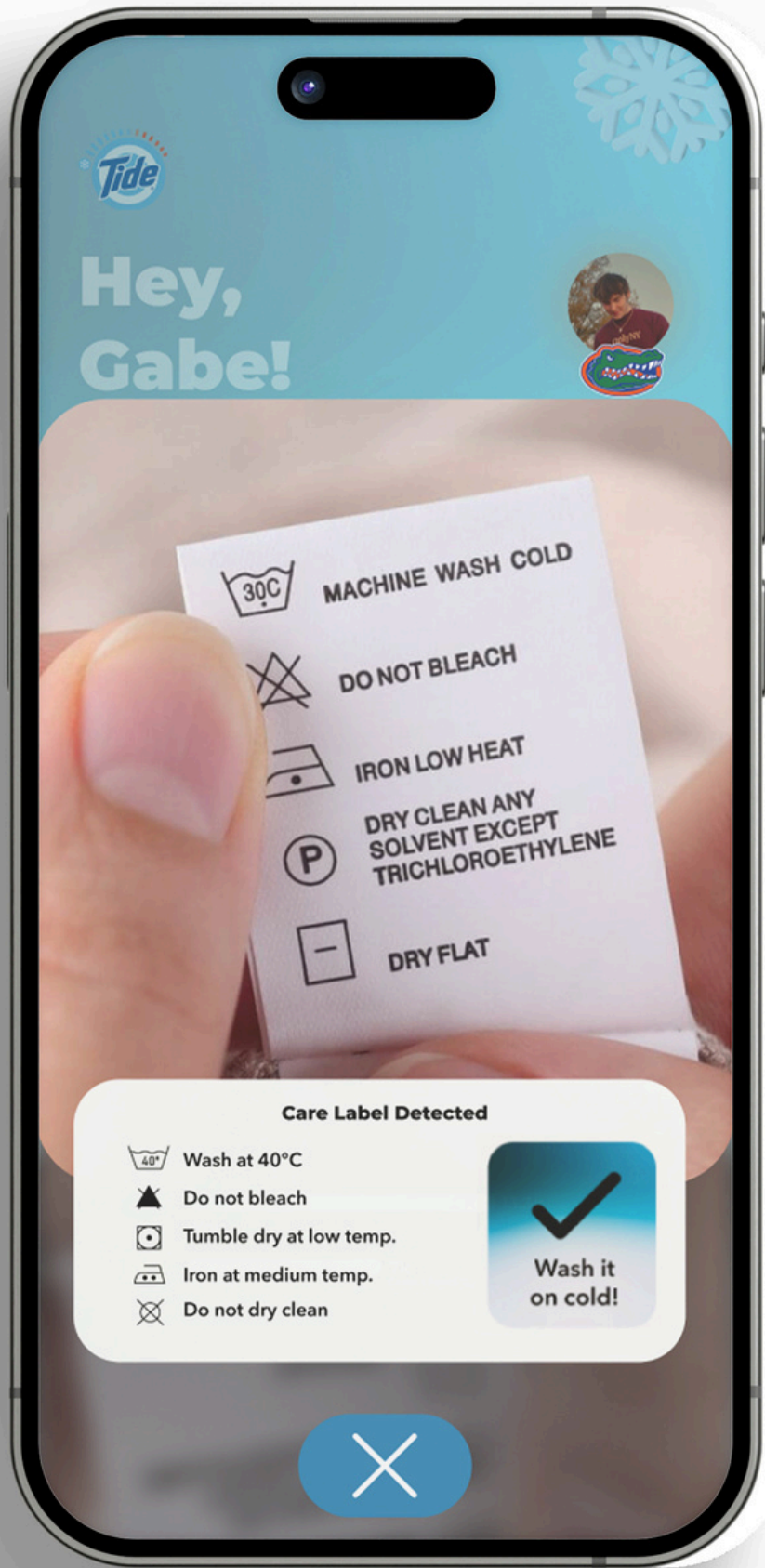




Coldest  
Campus  
**App.**

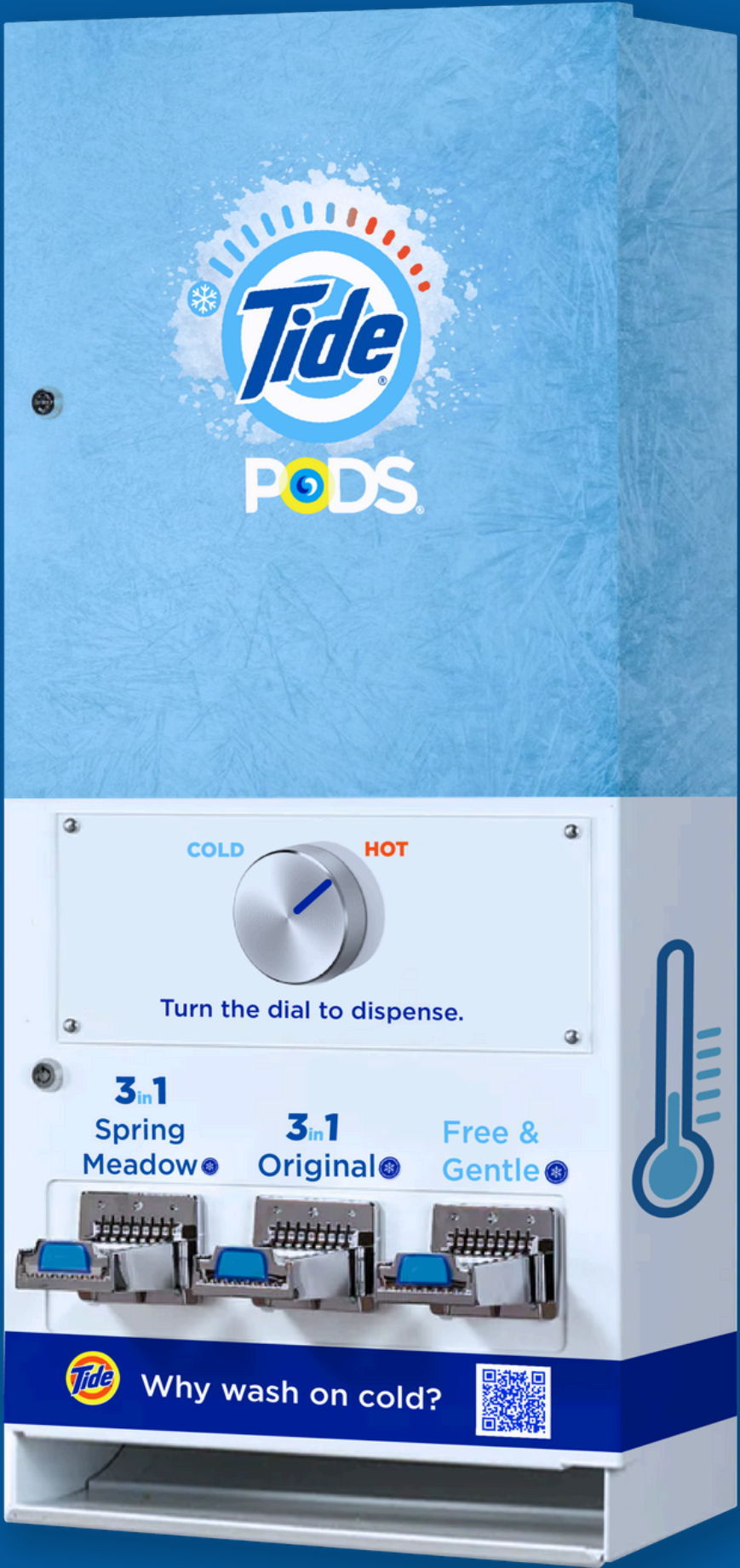


# Wash Tips



# Tag Scanner

COLDEST CAMPUS



COLDEST CAMPUS



**Not to air out dirty laundry, but  
there's a reason "hot" is often  
followed by "mess."  
The dial makes the difference.**

#TurntoCold



**Not to air out dirty laundry, but  
there's a reason "hot" is often  
followed by "mess."  
The dial makes the difference.**

#TurntoCold



# Smart measurement.





Leaderboards +  
**competitions.**

COLDEST CAMPUS



**Battle for  
the bands.**  
Coldest school  
wins.

Download the app &  
#TurntoCold





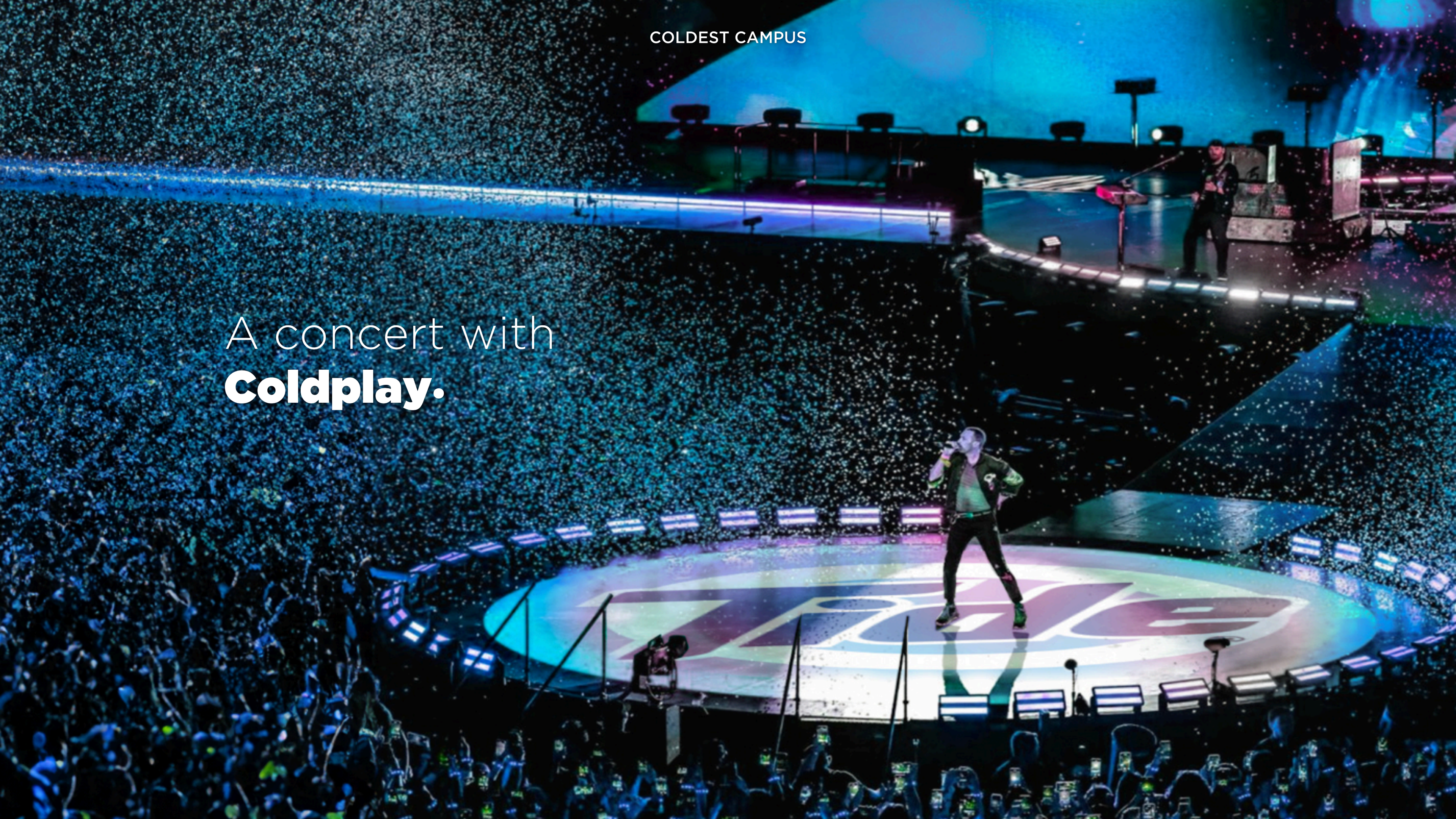


COLDEST CAMPUS

**Stakes?**

COLDEST CAMPUS

A concert with  
**Coldplay.**



COLDEST CAMPUS



COLDEST CAMPUS

**Coldest Campus.**



ANYTHING  
GOES

DIGITAL  
BILLBOARDS

EMAIL  
MARKETING

TIDE + GOODWILL  
+ NYC MARATHON

URBAN  
DICTIONARY

E POD  
PENSER

WASHED ON COLD

MICROSITE

CO  
AP

TIDE + DEPOP

COLDEST CAMPUS

TIKTOK

NAMIC  
CONTENT

TIDE +  
GOODWILL

TAG  
SCANNER

OO  
CAMI

INSTAGRAM

STUFF MOM  
NEVER TOLD YOU

YOUTUBE

LOADS OF HOPE

WASHERS

Turn to cold on their **own** terms,  
for their **own** reasons.

The **Dial** Makes the **Difference**.



# Timeline + Budget.

LILY

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JULY	AUG	SEPT
-----	-----	-----	-----	-----	-----	-----	-----	-----	------	-----	------

## Tiktok

## Instagram

## Streaming Services

## Podcast Shows

## Email Marketing

## OOH DIGITAL BILLBOARDS

## EXPERIENTIAL

## PARTNERSHIPS

Goodwill  
Depop



**Digital**



**Partnerships**



**Experiential**



**OOH**

Timeline + Budget				
Media Plan	Costs	Impressions	Frequency	Reach Goal
Digital	\$49,507,253	4,481,459,032	-	-
Instagram	\$2,585,069	258,506,880	260	26,118,477
TikTok	\$975,926	106,542,116	1,067	15,750,000
YouTube	\$7,361,200	2,208,360,000	39	92,015,000
Hulu	\$6,703,200	363,090,000	53	13,965,000
Prime Video	\$4,222,848	791,784,000	54	43,988,000
Anything Goes Podcast	\$52,800	1,650,000	40	412,500
Stuff Mom Never Told You Podcast	\$1,600	50,000	120	12,500
Email Marketing	\$658,758	50,676,036	4,505	4,269,544
Twitch	\$3,504,000	700,800,000	41	87,600,000
Out-of-Home	\$2,154,016	-	-	-
Digital Billboards	\$2,154,016	6,447,808	253	130,929
Experiential	\$2,952,900	43,441,831	-	-
College Dorms	\$990,000	6,011,961	-	3,005,981
Washed on Cold Tour	\$1,962,900	37,429,870	-	18,714,935
Partnerships	\$15,799,277	43,441,831	-	-
Goodwill	\$10,000,000	115,000,000	-	57,500,00
Depop	\$2,000,000	31,500,000	-	15,750,000
New York City Marathon	\$3,799,277	60,000	-	30,000
Microsite	\$5,000	-	-	-
TOTAL	\$70,418,446	4,677,908,671	6,403	379,262,866
Digital = 70%	Out-of-Home = 3%	Experiential = 5%	Partnerships = 22%	

## CONCLUSION

We're revolutionizing laundry habits for an  
**entire generation.**

## CONCLUSION

We organized the timeline for **maximum impact.**

## CONCLUSION

We've built a **sustainability narrative** for a new era.

**Change-makers** and **risk-takers.**



A large group of approximately 25 young adults, mostly in their late teens or early twenties, are posed in a studio setting. They are arranged in several rows, with some sitting on the floor in the front and others standing behind them. The group is diverse in appearance, with various hair colors and styles. Many are wearing black tops, and several are wearing light blue jeans. The background is a simple, light-colored wall with a dark vertical stripe on the right side. The overall mood is friendly and professional.

**Thank you for your time.**