



# Control the cycle

**aaf**<sup>®</sup> american  
advertising  
federation

Team 810



## Table of Contents:

1. Table of Contents, Executive Summary, Objectives
2. Research & Connections to KPI's
3. Research Methods
4. Brand Affinity Analysis
5. Personas
6. Intro to Strategy & Ah-Ha Moment
7. Creative Strategy & Execution
8. Strategy Testing
9. Brand Activation
10. Brand Activation (cont.)
11. Media Plan & Evaluation
12. Schedule and Budget

### Campaign Objectives:

#### Drive adoption of cold water washing

Achieve a conversion rate of 75% for cold water washing by 2030.

#### Enhance brand love for Tide

Elevate brand consideration, preference, and sentiment among consumers.

# Executive Summary 1

18-35 year-olds seek brands that genuinely align with their values. Tide's campaign to promote cold water washing offers a simple, yet impactful environmental solution tailored to our target's budget-conscious lifestyle. Influenced by their mother's habits, our target perceives cold water washing as inferior, though they seek sustainable and effective alternative options. Tide offers a solution by encouraging an easy switch that benefits their clothes, wallets, and the planet.

Our research reveals a sense of helplessness among our target regarding their contributions to environmental preservation. Tide must not only educate, but motivate change by emphasizing the tangible benefits of eco-friendly practices. Our campaign encourages the switch to cold water washing, motivating our audience to take control and create positive change.

The Control the Cycle campaign (Oct. 2024 – Sept. 2025) demonstrates Tide's commitment to sustainability while highlighting the power of small actions. Tide encourages our target to be particular and take control over what matters to them most: saving money, extending the life of their wardrobe, and protecting the environment. Our target no longer has to sacrifice cleanliness because with Tide, they can...

## Control the Cycle.

# Research & KPI Connections

Agency 810 was tasked with increasing cold water loads among 18-35 year-olds.

Our research revealed our target's beliefs about cold water washing and their primary concerns.

## Eco Efforts

Our target prioritizes sustainability and seeks brands that take responsibility for their environmental impact, investing only in those driven by honesty and eco-friendly efforts.

## Cost Savings

18-35 year-olds aim to adopt sustainable practices. They prioritize cost over quality, frequently opting for discounts to save money.

## Cold Water Washing is Perceived as Inferior

Our target's lukewarm attitude towards cold water washing stems from the common belief that hot water is superior in laundry sanitation.

→ The **normal** cycle setting is preset to use warm water across top washing machine brands.

→ **62%** of survey respondents believe warm/hot water would **give them the best clean on a routine load of laundry.**

→ We need to break the cycle of laundry misconceptions.

*"I try to buy second-hand and maximize the life cycle of my clothing and other disposable products, and maximize recycling (and reuse) habits."*

~ Female, 21

**87%** of survey respondents apply at least one sustainable practice to their lifestyle.



*"Sustainable practices today are more expensive."*

~ Female, 21

**79%** of 18-35 year-olds agree: they would buy eco-friendly products if they were less expensive.

**64%** of 18-35 year-olds agree: when shopping online, they always search for a discount code before making a purchase.

*"I use warmer water for towels and sheets for sanitizing."*

~ Male, 26



# Research Methods

Agency 810 conducted both primary and secondary research to better understand 18-35 year-olds.

Our research informed us about our target's laundry practices and eco-friendly efforts, which provided valuable insights into their preferences and behaviors.

## Laundry Habits

To influence our target in making the switch to cold water washing, it was essential that our research analyzed various aspects of their laundry routines and habits. Our research intended to uncover the origins of our target's laundry habits, exploring the influence of their family members, particularly their mothers, and how these habits were ingrained over time. Moreover, we examined how their work attire influences the frequency and volume of their laundry loads, providing insights into their lifestyle.

## Sustainability Views

In order to determine the best way to convert our target to cold water washing, it was imperative that we captured an understanding of our target's views on sustainability, as well as the eco-friendly practices they undertake. Our focus groups aimed to uncover the barriers that are keeping our target from adopting sustainable practices, such as financial constraints and perceived helplessness regarding their personal contribution to environmental preservation. We sought to understand if they believed their sustainable actions were making a difference.

**74%** of GenZ & Millennial survey respondents:  
**couldn't identify**  
**clothing care labels.**

**46%** of GenZ & Millennial survey respondents:  
**don't check their**  
**clothing care labels.**

**"I do [laundry] roughly once every two weeks to save on power and water costs by not having to run as often."**

~ Male, 26

**"Tide is what my mom bought for me."**

~ Female, 21

## Research Methods

Focus Group Interviews  
 Observations  
 Qualtrics Surveys  
 White Papers  
 MRI-Simmons Data

## Data Sources

972 Survey Respondents  
 54 Focus Group Participants  
 8 White Papers  
 128 Top of Mind Study  
 92 Laundry Room Observations  
 112 In-Store Observations  
 17 In-Home Laundry Observations  
 207 Ad Concept Testing

# Brand Affinity Analysis

Though our consumers are at different stages of their life, their laundry concerns and values remain consistent.

**84%** of 18-35 year olds agree:

sustainability is important when making purchasing decisions.



**71%** want

brands that engage with them.



**83%** align

with their personal values.



**68%** of 18-35 year olds think:

it is important to be able to trust brands.

**86%** say that authenticity is

**important** when deciding what brands to support.



## Tide is there for you.

**62%** think of Tide as:

**“A Trusted Friend: Someone you can always count on for a helping hand.”**

- “Tide is a necessity.” Male, 27
- “I use Tide to wash my favorite clothes.” Female, 26
- “When I think of detergent pods I immediately think of Tide.” Female, 31

### Words Most Associated with Tide:

**Effective**

91% of responses

**Reliable**

82% of responses

**Powerful**

82% of responses

**Authentic**

65% of responses

**Trustworthy**

78% of responses



# Meet our Personas

18-35 year-olds are caught in an endless cycle of environmentally conscious decisions, often bombarded by conflicting information and barriers.



## Taylor | 18

**Laundry Habits:** Does infrequent but large loads when low on socks.

**Work Attire:** Wears a uniform for seasonal job.

**Sustainable Practices:** Knowledgeable and passionate about sustainability but on a tight budget.

**Consults:** Mom and social media influencers.



## Tina | 29

**Laundry Habits:** Does regular loads for personal and family needs.

**Work Attire:** Wears business casual attire for office job.

**Sustainable Practices:** Shares content about sustainability on social media.

**Consults:** Clothing care labels on clothes to preserve them longer.



## Tatum | 23

**Laundry Habits:** Does weekly loads at the laundromat with cold water.

**Work Attire:** Wears casual clothing for remote job.

**Sustainable Practices:** Shops at thrift stores and discounted or wholesale retailers.

**Consults:** Brands on social media that authentically connect with consumers.



## Tyson | 34

**Laundry Habits:** Does frequent loads of uniforms on hot water.

**Work Attire:** Wears scrubs for hospital job.

**Sustainable Practices:** Composts at home and rides bike to work.

**Consults:** CDC recommendation on how to wash scrubs.



## Key Insight:

Our target consumers have varying lifestyles and laundry practices, yet they all have a similar mindset. Consumers care about saving money and the environment, but worry their actions won't make a big enough difference. They are looking for a simple solution to make them feel like they are doing their part.

# The **Strategy**

Tide faces two main barriers in getting consumers to cold water wash: the universal belief in hot water's superior cleaning, and a lack of awareness about the benefits of cold water washing.

## The **Mission?**

To overcome these hurdles, we must redefine the way our target views their laundry practices and their impact on the planet.

### **Think**

cold water washing is a simple, green practice that can save them money and energy while preserving their clothes.

### **Feel**

assured that every cold water load is a step toward a greener future, and trust Tide's commitment to sustainable practices.

### **Wash**

more loads of laundry in cold water and default to cold when choosing their temperature.

## **The Choices:**

Tide has been a trusted name in laundry rooms for generations. Washing with Tide isn't just a laundry decision: it's about controlling the choices we make and what matters most. By cold water washing with Tide, you can confidently make eco-friendly choices, preserve your clothes, and save money.

## **Ah-Ha!**

Rather than nagging our target about changing their laundry habits, we decided to take a more optimistic and relatable approach where they can recognize the benefits of cold water washing. They are not being forced to wash with cold water, but are being encouraged to control their laundry choices the same way they control other aspects of their lives.

## **The Bottom Line:**

Our campaign encourages the target to make the switch to cold water washing: a simple action that affects various channels. Consumers don't have to compromise their clean when washing in cold water with Tide. Instead they can...

## **Control the Cycle.**

# The Execution

Our target deeply values authenticity and relatability. We aim to connect with our target through inspiring visuals and compelling copy.

Our creative strategy does it all: promotes cold water washing, maintains Tide's brand voice, and resonates with our target audience. Our campaign emphasizes the simple action that encompasses all three: **Control(ing) the Cycle**.



Classic Tide Logo



Cold Water Tide Logo



## Color Palette and Logo:

Cold water washing is simple, and so is our color palette: Tide's fiery orange fading into an icy blue represents the ultimate switch from hot to cold water, encouraged by Tide.

Tide's orange is iconic, eye-catching, and creates an interesting juxtaposition behind our predominant use of the #TurnToCold campaign logo and its color palette. This version of Tide's classic brand mark needed no refreshment to convey our key message.

## Campaign Slogan (The How):

The concept of "Control the Cycle" urges our target to not only acknowledge the bad advice they've received, but how they can make beneficial changes. We know they're more important than their dirty clothes, so encouraging control throughout the target's life emphasizes our value of practicality. After all, **if it's got to be clean, it's got to be Tide**.

## Campaign Tone:

Our campaign tone is Tide-tested and target-approved. A lighthearted approach upholds the optimism and authenticity generations have grown to love, all while instilling cold water washing confidence in this wave of laundry-doers.

We believe encouragement is the foundation to empowerment. Take control of the cycle personally, and leave laundry advice to us.

"Control the Cycle" is a call to action, not an order. We want the target to control their choices, and feel empowered to make those with the most positive impact. We are on their team.

## Copy (The Why):

Our target's life exists beyond the laundry room, so why should we only encourage control of their laundry cycles? Our copy reinforces why consumers should take control in all aspects of their lives in ways that align with our various media formats and brand activations.

# Strategy Testing

Using A/B testing, our “Control Freak” ad strongly outperformed Tide’s “MythBusters” ad in the following categories:

## Campaign Messaging Results:

When asked, our participants said the ad they viewed called “Control Freak” was **over 110%** more relatable and genuine than MythBusters.

## Campaign Emotional Response Results:

**68%** of participants  
felt our ad was:  
**relatable**

**22%** more:  
**clear**

**66%** of participants  
felt our ad was:  
**genuine!**

**92%**

were more likely to say our ad told them something new.

**24%**

were more likely to say our ad made them feel like Tide is a product for them.

**Compared to MythBusters...**

**59%**

were more likely to say our ad felt right for Tide as a brand.

“This ad clearly demonstrates the main message of Tide Cold Water Washing.”

~ Anonymous, New York

“It is clear that the main message is that one could wash clothes with cold water with this detergent.”

~ Anonymous, Ohio

# Activations That You Control

Agency 810 has created engaging activations and brand partnerships tailored to our target. Each activation ties Tide and cold water elements together, while encouraging our target to take control of cycles in their lives through captivating experiences.

We decided to partner with various companies that resonate with 18-35 year-olds, representing their favorite and most trusted brands. These on-trend partners will motivate our target to turn to cold in ways that work cohesively with Tide.

O 2024  
NOV  
DEC

## Control Your Journey | Nov 11, 2024 - Nov 14, 2024

In the spirit of cold, watch ten of your favorite influencers travel to Iceland and showcase the power of cold water washing their Tide-branded lululemon gear. Their social media posts will encourage the target to make the switch for themselves and take control of their life journey by immersing in restorative activities. A Tide-themed cold water wash pop-up at the Iceland resort includes washers to have their wardrobe refreshed, expressing the importance of washing on cold.

2025

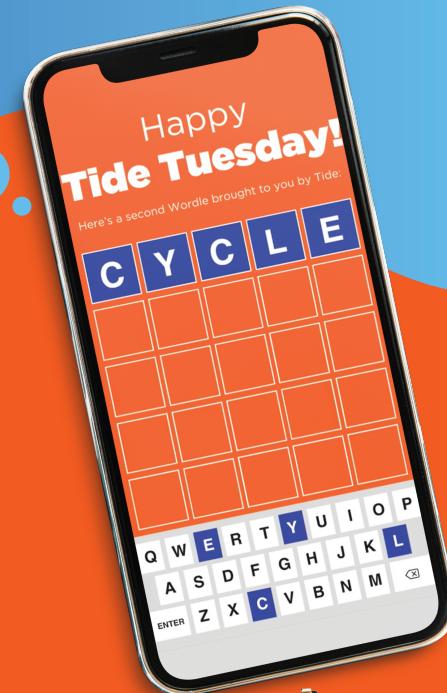
JAN

## Control the Cold Polar Plunge | January 1, 2025

Dive into icy water at Tide's Polar Plunge while supporting charity and taking control of your environmental impact. Tide will donate \$500,000 to the Clean Cooling Collaborative, an organization that works to cool down rapidly warming planet and ocean temperatures. Two plungers at each of our 17 cross-country locations have the chance to win a year's supply of Tide products, and everyone will receive a free Tide "Control the Cold" t-shirt to wear during the plunge. The Control the Cold Polar Plunge allows you to take control over your physical and mental health as you confidently dive head-first into the New Year.

## Control Your Style Nov 11, 2024 - Sep 30, 2025 (Entirety of Campaign)

Get ready to upgrade your athleisure with Tide's limited edition collection with lululemon. 18-35 year-olds deeply resonate with lululemon, as its dependable, on-trend products reflect a brand that our target can be proud to represent, and Tide can be proud to partner with. The brand's persistent goal of sustainability aligns with Tide's like-minded environmental ambition. lululemon already recommends washing their products in cold water. Those who already wear the brand will find that controlling their laundry cycle by defaulting to cold will be seamless.



# Activations (cont.)

FEB

## Control Your Ride | Feb 1, 2025 - Mar 31, 2025

Take control of your ride just like Tide encourages the target to take control of their laundry cycles. Empowering Peloton instructors will cycle through their verified classes in exclusive Tide-branded athleisure. You have the opportunity for an elevated experience if you secure an in-person spot at the New York City studio, where you'll receive Tide x lululemon gear. With inspiring encouragement from top instructors and engaging social media content, this partnership is all about seizing control and making empowering choices - on and off the bike.



## Control the Cycle

30 Minutes | Cycling



#controlthecycle

MAR

## Control Your Clean | Feb 1, 2025 - May 12, 2025

Tide hits the road offering a portable laundry room that gives students at 20 U.S. colleges the opportunity to wash their laundry for free using cold water. Over the course of five months, students can sign the Cold Water Wash Pledge and enter to win free Tide x lululemon gear. You can control how you get your laundry clean through this unique experience with Tide products.

APR

## Control Your Words | Apr 15, 2025 - Jun 24, 2025

MAY

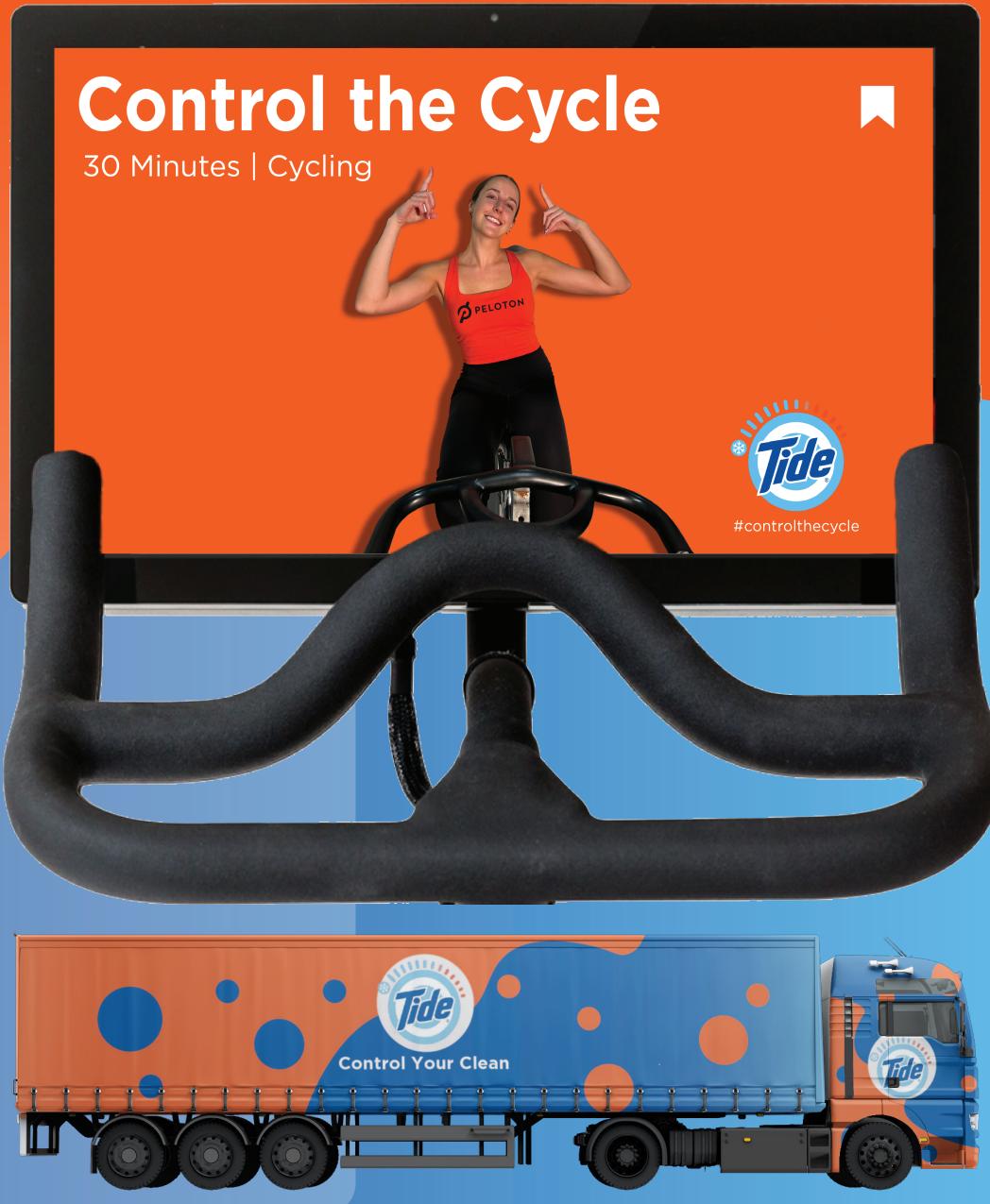
Millions of people play Wordle every day, so we incorporated a refreshing spin on the game with "Tide Tuesday." Integrating the idea of cold water washing into your daily game rotation, every Tuesday, players will be given the opportunity to complete a second laundry-related Wordle upon completion of the first puzzle. Popular Wordle TikTok influencers will post their attempt at the additional game with hopes of controlling the laundry-related word in one guess.



JUN

## Control Your Commute | Apr 1, 2025 - Jun 30, 2025

Bicycle-sharing allows consumers to travel in an eco-friendly, cost-effective way: two values held by our target. As the weather warms up and cycling commuters emerge, look for Tide-branded bicycles as they cycle around Los Angeles and Boston. Cyclists who sign the Cold Water Wash Pledge through the bike-sharing reservation kiosks will receive one hour of free riding on Tide. Users can feel confident that they can control their carbon footprint, both during their commute and in the laundry room.



# Media Plan & Evaluation

We use an all-encompassing strategy that incorporates a media mix of streaming & video, social, OOH, and public transportation. The Control the Cycle campaign aims to transform laundry habits, making cold water washing the preferred choice for our target.

## Streaming & Video

Offers engaging video material to our target in their preferred video streaming entertainment spaces.



## Social Media Advertising

Allows our campaign's messaging to be shared across multiple social media platforms. Our ads depict cold water washing as the ultimate laundry solution.

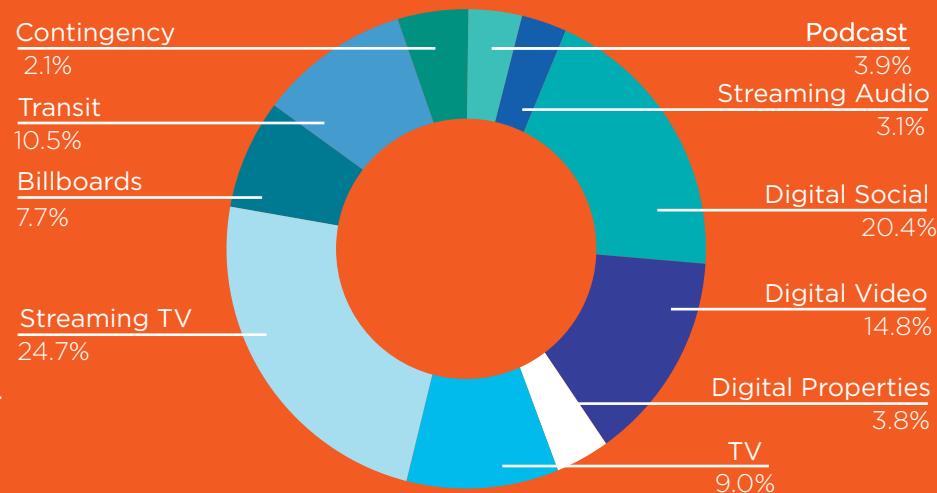


## Out-of-Home

Displays our messaging in high-traffic areas, effectively integrating "Control the Cycle" into their daily routine.

## Public Transportation

Environmental values are rising among Gen Z and young millennials, with increasing use of public transportation.



## Changing the Narrative (KPI's)

### Promote Cold Water Washing

as an effective, environmentally friendly practice.

→ Increase the belief that cold is the superior water temperature from **35% to 51%**

→ Increase the awareness of cold water washing's sustainable impact from **46% to 65%**

Measured by: Pre and Post-Campaign Surveys

### Improve Tide's Perception

as a sustainable brand, while increasing consumer brand preference/connectedness.

Increase the association of "sustainable/eco-friendly" from **25% to 40%**

Increase the feeling of connection from **25% to 51%**

Increase the feeling of passion from **23% to 39%**

Measured by: Pre and Post-Campaign Surveys

# Campaign Timeline & Budget



Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Impressions	Unique Impressions	Cost
------	------	------	------	------	------	------	-----	------	------	------	------	-------------	--------------------	------

## Digital Placement

Streaming TV												660,000,000	56,410,250	\$15,988,500.00
Netflix													\$3,957,125.00	
Hulu													\$6,395,400.00	
Prime Video													\$3,191,700.00	
Disney+													\$2,398,275.00	
TV												78,300,000	32,625,000	\$5,806,068.00
NBC													\$3,193,337.40	
CBS													\$2,613,730.60	
Online Video												262,650,000	45,284,480	\$9,593,100.00
Youtube													\$5,755,860.00	
Non-Skipable 6-sec													\$3,837,240.00	
Skippable 15-sec														
Paid Social - Feed												531,000,000	61,744,186	\$6,901,800.00
Instagram													\$4,141,080.00	
TikTok													\$2,760,720.00	
Paid Social - Stories												378,000,000	56,417,910	\$6,297,749.00
Instagram Stories													\$4,723,311.75	
Snapchat Stories													\$1,574,437.25	
Streaming Audio												144,300,000	28,860,000	\$2,000,000.00
Spotify													\$2,000,000.00	
Podcast												81,480,000	18,106,667	\$2,516,000.00
New Heights													\$629,000.00	
The Ramsey Show													\$629,000.00	
Call Her Daddy													\$629,000.00	
Programmatic													\$629,000.00	
Digital Properties												130,560,000	43,520,000	\$2,447,700.00
New York Times													\$1,101,465.00	
ESPN													\$734,310.00	
Google													\$489,540.00	
Programmatic													\$122,385.00	

## OOH Placement

Billboards												205,260,000	34,210,000	\$4,973,983.00
New York City, NY													\$122,385.00	
Chicago, IL													\$110,465.00	
Las Vegas, NV (Sphere)													\$734,310.00	
Transit (Public Transportation)												300,800,000	28,112,150	\$6,726,100.00
New York City, NY													\$1,353,020.00	
Philadelphia, PA													\$1,014,765.00	
Chicago, IL													\$94,711.00	
San Francisco, CA													\$1,082,416.00	
Boston, MA													\$1,150,067.00	
Los Angeles, CA													\$1,217,718.00	

## Brand Activation

Iceland Influencer Trip												74,128,131		\$150,000.00
Polar Plunge												201,968		\$1,300,000.00
lululemon Partnership												44,008,000		\$2,400,000.00
New York Times Partnership												85,918,000		\$1,450,000.00
Peloton Partnership												9,682,920		\$200,000.00
College Tide Truck												2,266,267		\$350,000.00
Bicycle-Sharing												30,190,766		\$3,000,000.00

## Contingency

Totals												3,018,746,052	405,290,643	\$73,461,000.00
--------	--	--	--	--	--	--	--	--	--	--	--	---------------	-------------	-----------------