



# Client Channel Plan



# Agenda

About Tide

Challenge

Goals & Objectives

Hero Product

Target Audience & Personas

Consumer Journey Maps

Campaign Timeline

Creative Messaging

Media Blocking Chart

Media Strategy

Execution & Optimization

Why It Works



# Canada's #1 detergent Brand

Consistently rated for **performance and innovation**.

Currently, **the best-selling product** on e-commerce and retail stores – both pods and liquid detergent formats.

Recognized for **powerful stain-fighting ability and household trust**.

Ongoing initiative around **safety and sustainability**.

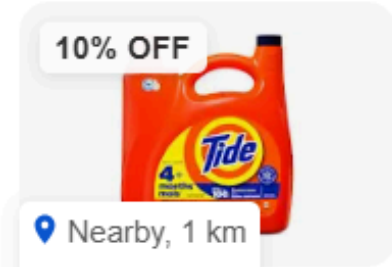




Popular products :



Tide Free & Gentle Liquid Laundry...  
**\$17.55** ~~\$20~~  
Amazon  
and 10+ stores  
4.6 ★★★★★ (8.3K)



Tide Liquid Laundry Detergent Original  
**\$24.99** ~~\$28~~  
Canadian Tire  
and 10+ stores  
4.7 ★★★★★ (23K)



ATTITUDE Laundry Detergent  
**\$11.99**  
Amazon CA  
and 10+ stores  
4.9 ★★★★★ (359)

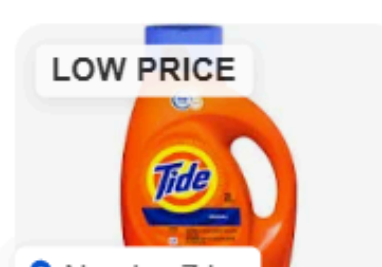


Tide Coldwater Clean Liquid...  
**\$14.97**  
Walmart.ca  
and 10+ stores  
Free delivery on \$35+  
4.6 ★★★★★ (1.2K)

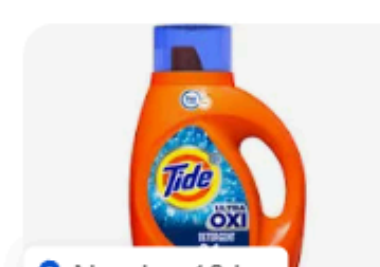
In stores nearby :



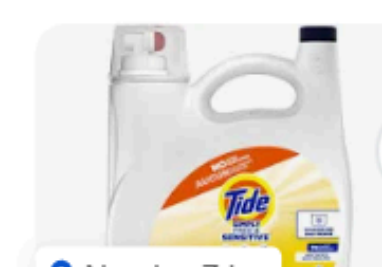
Tide Coldwater Clean Liquid...  
**\$14.99**  
Canada... & more  
4.6 ★★★★★ (1.2K)



Tide Liquid Laundry Deterge...  
**\$7.97** Usually \$9  
Walmart.ca & more  
Free delivery on \$35+  
4.7 ★★★★★ (23K)



Tide Ultra Oxi Liquid Detergent  
**\$9.99**  
Pharmasave Sc...  
4.6 ★★★★★ (6.5K)



Tide Simply Free & Sensitive Liquid...  
**\$11.97**  
Walmart.ca & more  
Free delivery on \$35+  
4.6 ★★★★★ (637)

amazon.ca

Delivering to North York M2J  
Update location

Health & Personal Care

Search Amazon.ca

EN

Hello, sign in  
Account & Lists

Returns  
& Orders

Cart

All

Best Sellers

Electronics

Deals Store

Prime

New Releases

Home

Books

Fashion

Music

Toys & Games

Gift Ideas

Sports & Outdoors

Computers

Health & Household

Customers' most loved

Health & Personal Care

Deals

Best Sellers

Baby & Child Care

Nutrition & Wellness

Health Care

Household Supplies

Sexual Wellness

Subscribe & Save

Daily Essentials

Amazon Best Sellers

Our most popular products based on sales. Updated frequently.

Any Department

Health & Personal Care

Household Supplies

Laundry

Bleach

Dryer Balls

Dryer Sheets

Fabric Deodorizer

Liquid Detergent

Liquid Fabric Softener

Powder Detergent

Stain Removal

Starch & Anti-static Sprays

Best Sellers in Liquid Laundry Detergent

#1

Tide PODS Liquid Laundry Detergent pacs, Spring Meadow Scent, 112 count  
★★★★★ 23,982  
\$28.97

#2

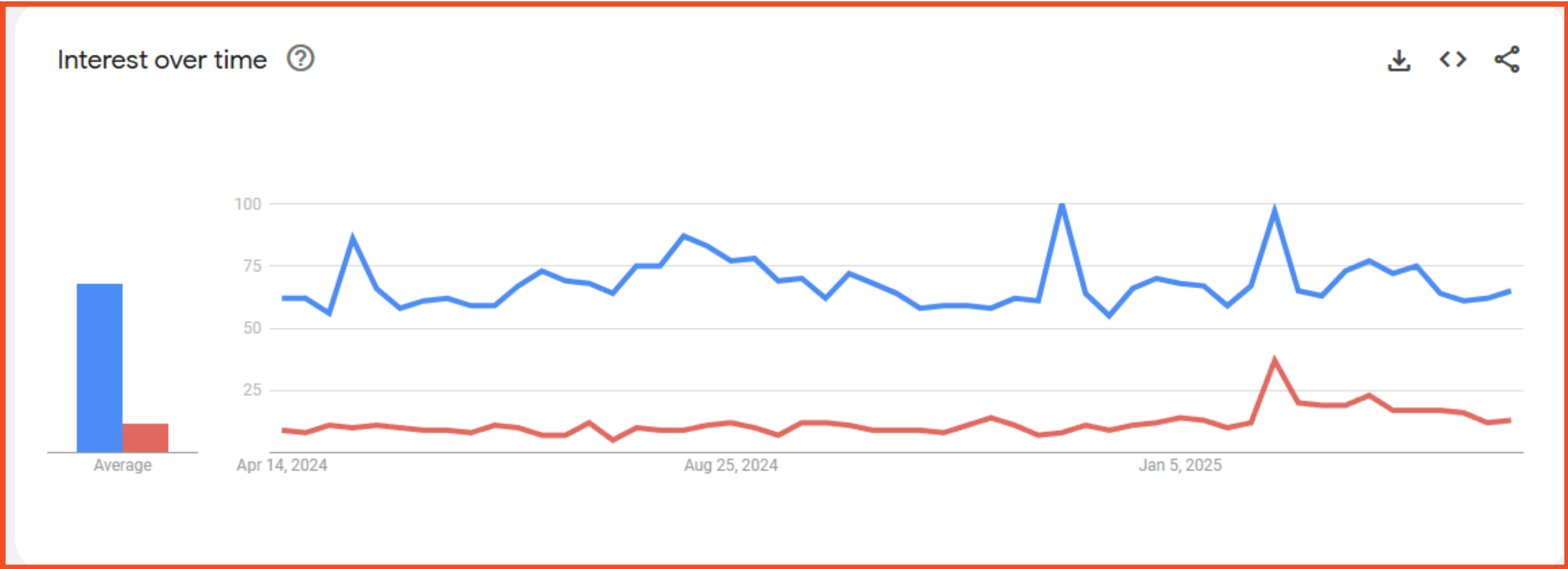
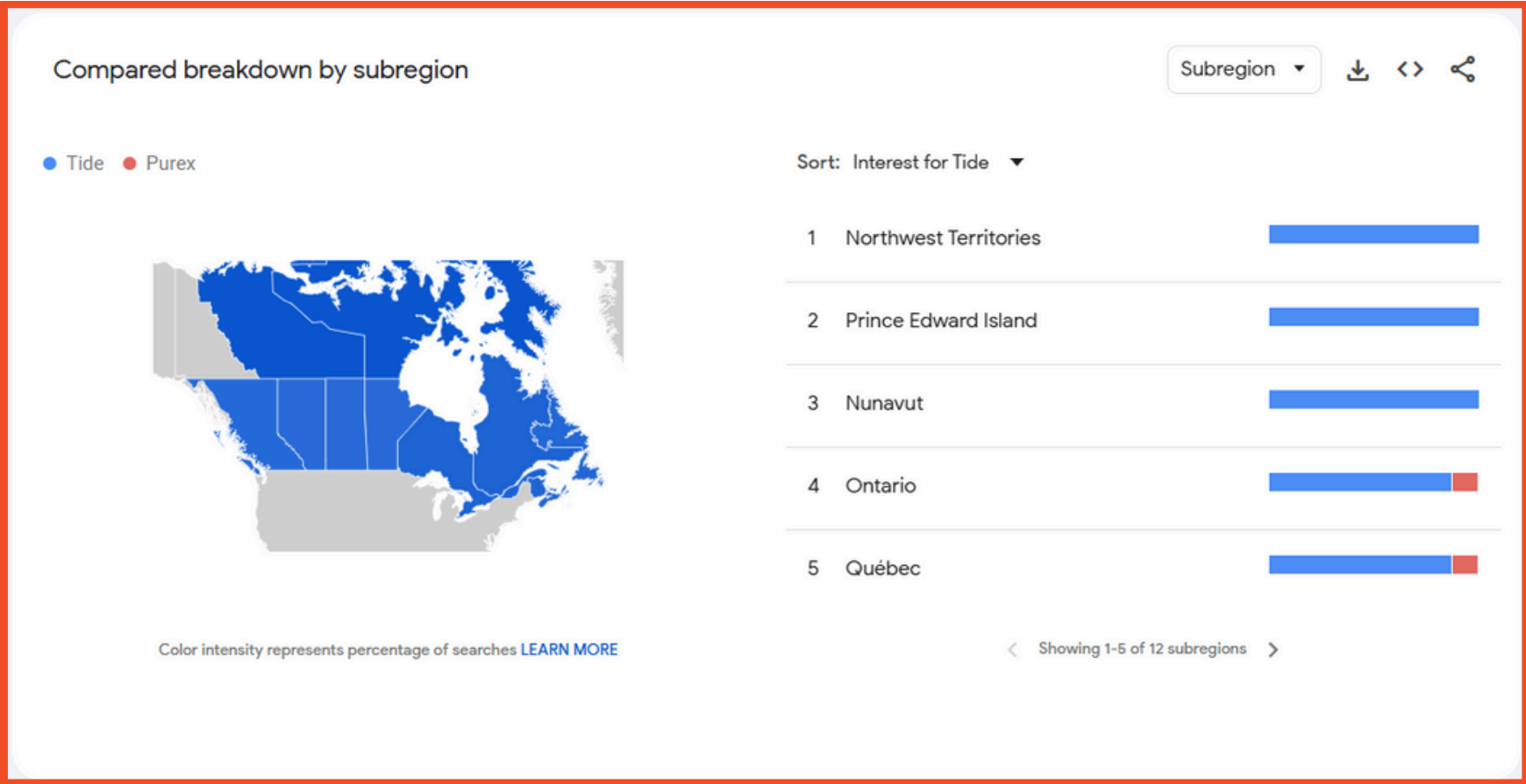
Sunlight Liquid Laundry Detergent Morning Lemon Fresh (100 loads, 4.0L)  
★★★★★ 492  
11 offers from \$22.00

#3

Gain Liquid Laundry Detergent, Original Scent, Freshness + Odour Fighting, Laundry Detergent Liquid Soap, 107 loads, 4.5L  
★★★★★ 15,349  
\$27.55



# A Peek at the People who searched Tide







# Tide is turning the tide

## Recyclable Packaging:

- Most Tide bottles made from recyclable high-density polyethylene (HDPE) plastic.
- Caps made from polypropylene, which is also recyclable in many areas.

## Post-Consumer Recycled Content (PCR):

- Tide bottles contain up to 25% PCR plastic.
- Tide is working towards increasing the percentage of PCR used in packaging.

## Concentrated Formulas:

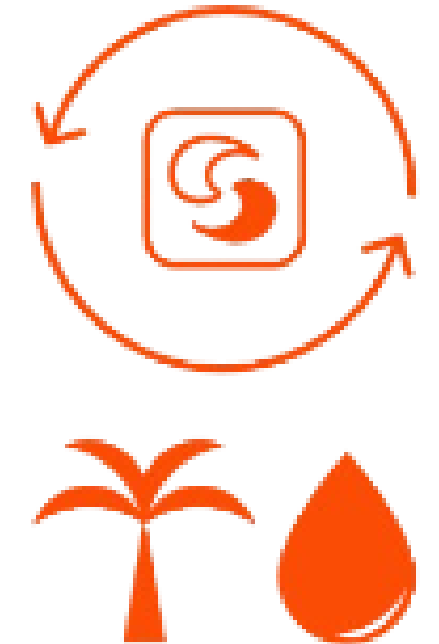
- Tide's concentrated detergents use less plastic per dose.
- This also reduces the carbon footprint of transportation.





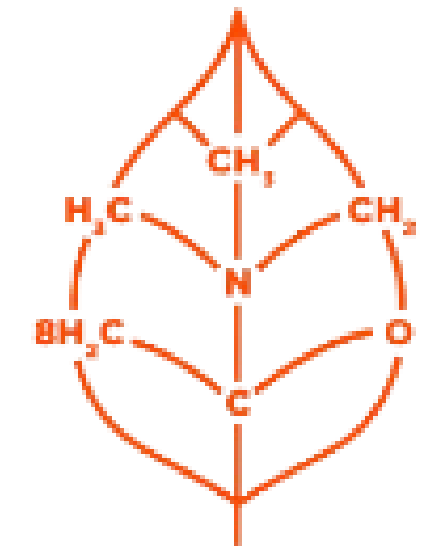
## Tide Eco-Box:

- A new compact and recyclable box made with 60% less plastic.
- Designed for e-commerce and ease of use.



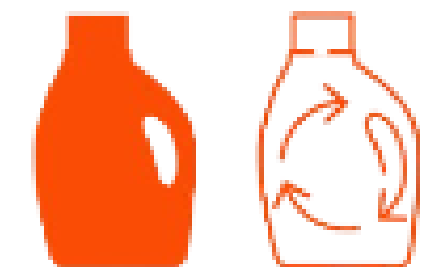
## Partnerships for Recycling:

- Tide partners with organizations to support recycling infrastructure and educate consumers.



## Ongoing Innovation:

- Tide is continuously researching new materials to reduce environmental impact while maintaining performance.





But when looking for eco-conscious laundry products in Canada,  
Tide is nowhere to be found.

Google

eco conscious laundry canada

All Images Shopping Videos Maps Short videos News More Tools

Buy Reviews Price Online On sale Nearby Unscented Capsules For Sale Store Walmart.ca For Babies White

**Chatelaine**  
https://chatelaine.com › Home › Environment  
**The Most Eco-Friendly Laundry Detergents**  
Monterra Natural Laundry Detergent. This made-in-Canada laundry detergent is formulated with gentle, mostly organic and local ingredients, free from animal ...  
\$12 to \$87

**People also ask**

Is Ecos sold in Canada?

Is Nellie's laundry in Canada?

What is the most eco-friendly laundry detergent?

Is there a Canadian made laundry detergent?

Feedback

**Sponsored**

**Tru Earth Platinum** -...  
\$18.00  
Amazon CA  
Special offer

**Eco-Max Heavy Duty**...  
\$23.25  
Amazon CA  
Special offer

**Tru Earth Compact Dr**...  
\$13.00  
Amazon CA  
Special offer

More on Google →

**Nellie's Canada**  
https://nelliesclean.ca › products › laundry-soda  
**Laundry Soda**  
Made with only four ingredients, Laundry Soda is a highly concentrated laundry detergent formula that dissolves quickly in cold or hot water and is septic safe.  
\$18.00 - In stock - 5.0 (3) - Free delivery over \$100 -

Google Shopping

eco conscious laundry detergent canada

All products

10% OFF  
Nearby, 7 km  
Eco-Max Hypoallergenic...  
\$8.97 \$49  
Walmart.ca & more  
Free delivery on \$35+  
Free 90-day returns  
4.6 (27)

Nearby, 2 km  
The Unscented Company Detergent...  
\$17.99  
Canadian Tire & more  
90-day returns  
4.6 (32)

Nellie's Laundry Soda POW Powder  
\$75.99  
Amazon CA & more  
Free delivery  
4.7 (9)

Ecover Laundry Detergent Fragranc...  
\$20.99  
Voilà by Sobeys  
5.0 (1)

26% OFF  
Nearby, 7 km  
Eco-Max Natural Lavender Laundry...  
\$13.99 \$49  
London Drugs & more  
Free delivery on \$75+  
Free 15-day returns  
4.7 (280)

10% OFF  
Nearby, 7 km  
Tru Earth Eco-Strips Laundry Detergent  
\$12.47 \$44  
Walmart.ca & more  
Free delivery on \$35+  
Free 90-day returns  
4.8 (747)

Attitude Laundry Detergent  
\$18.95  
Attitude CA & more  
Free delivery on \$69+  
4.7 (1K)

Sustainable Laundry Bundle  
\$39.99  
The Unscented... & more  
Free delivery on \$95+  
5.0 (1)

Nearby, 2 km  
Tru Earth Eco-Strips Laundry Detergent...  
\$17.99  
Canadian Tire & more  
90-day returns  
4.7 (175)

Eco Laundry Detergent Concentrate Powder  
\$44.95  
Simply Natural Can...  
30-day returns





**It is not mentioned in any of the blogs or articles either...**

Laundry powder is the most eco-friendly type of detergent. Because it's a powder, it can be stored in cardboard instead of plastic, eliminating countless plastic jugs. And without the weight of water and thick plastic packaging, it isn't as carbon-intensive to ship. There are several plant-based, cruelty-free products on the market now that do a great job and dissolve well in cold water. Here are some of our favourites.

**Molly's Suds Laundry Detergent Powder, \$27 for 2.23 kg (\$0.22 / load)**





## Objectives

We aim to elevate Tide's brand image by highlighting its eco-friendly product line, and positioning it as a leading sustainable choice in the laundry category.

## Key Goals

- Boost brand visibility in the eco-conscious space.
- Increase reach and frequency across digital and retail channels.
- Drive product trials of Tide through targeted e-commerce and in-store activations.



**Introducing Tide as the eco-friendly upgrade that delivers the same trusted clean while being gentler on the planet.**



# Meet the star of Clean and Green: **Tide PurClean**

- 75% plant-based formula
- Free of dyes, chlorine, and phosphates
- Made using 100% renewable electricity
- USDA Certified Biobased Product (65%)
- Same trusted cleaning power Tide is known for
- Lavender scent adds emotional value (calming, natural, premium)
- Slightly premium price point, justified by product ethics, transparency, and impact





# Stain Slayers

## Primary Audience: Adults 28-54 (Household Decision-Makers)

- **Who they are:** Married or single, Mother managing household responsibilities, looking for efficiency.
- **Needs:** Powerful cleaning solutions, eco-conscious choices, affordability.
- **Where they shop:** Walmart, Costco, Amazon, grocery stores.
- **How they decide:** Brand trust, price promotions, reviews, and convenience.

## Secondary Audience: Gen Z (Young Adults 18-27, First-Time Buyers)

- **Who they are:** Students, renters, urban professionals.
- **Needs:** Convenience, portability, affordability, sustainability.
- **Where they shop:** Online (Amazon, Walmart.ca), Instacart, discount stores.
- **How they decide:** Social media trends, influencer recommendations, easy-to-use products, price.





# The Trust-Seeking Mom

**Name:** Nina, 36

**Location:** Mississauga, ON

**Life Stage:** Married, 3 kids (4, 7, 10)

**Quote:** "If Tide's eco option works, I'm sold. One less thing to overthink."

## Key Traits

**Decision Fatigue Pro:** Overwhelmed by decisions but wants to align purchases with values. Prefers trusted brands that simplify her life.

**Eco-Motivation:** Buys organic snacks, uses reusable lunch bags, but won't hunt niche eco-friendly brands.



Stains  
(mud, food, paint)



Time  
(Needs fast cycles to keep up with volume)



Skin  
(Worries about harsh chemicals on kids' clothes)

## Habits

Checks Facebook groups for parenting hacks. Shops Walmart & Costco for bulk deals, collects Optimum points + checks the app for deals. Trusts "real mom" Instagram demos over ads.

## Barriers

"Is the eco-upgrade worth the extra \$2?"

"Will this clean as well or am I compromising?"

## Drivers

Already buys Tide so feels like a "safe" switch.

Sold where she shops (Walmart, Amazon).

Small way to feel like a 'good mom + citizen.







# The Value-First Trendsetter

**Name:** Jordan, 23

**Location:** Downtown Toronto (shared apt)

**Life Stage:** Single; shares laundry with flatmates

**Quote:** "My detergent should be like my tote bag - good for the earth."

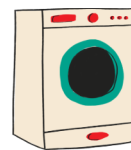
## Key Traits

**Identity-Driven Buyer:** Advocates for sustainability publicly; chooses brands that reflect values. Posts thrift hauls, boycotts fast fashion.

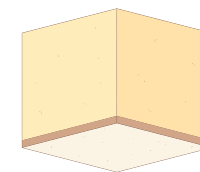
**Eco-Motivation:** Will pay more for visible ethics (e.g., recyclable packaging, carbon-neutral claims).



Stains  
(coffee, avocado,  
festival glitter)



Machine  
(Apartment washer  
= weak, cold-  
water-only)



Space  
(No room for bulky  
detergent jugs.)

## Habits

TikTok #CleanTok for product recs ("Tide's plant-based?? Okay, slay.").  
Follows influencers for promo codes + shops online + engages with brands that mirror values.

## Barriers

"Can I justify this over dollar-store detergent?"

"Is Tide really sustainable, or just greenwashing?"

## Drivers

Seeing influencers/peers use it.

Sleek bottle, lavender scent = Instagrammable.

USDA certification = "legit" sustainability.







use of virgin plastic by half per unit sold and to use 100 percent recyclable packaging for all products. As of 2022, Tide POD tubs are made with High Density Poly Ethylene (HDPE) plastic, allowing 16 million tons of plastic to become recyclable, and lowering the CO2 footprint by 20 percent. Today, 100 percent of Tide liquid detergent bottles are recyclable and made with at least 25 percent Post-Consumer Recycled (PCR) plastic. And we have also introduced new packing solutions, including the Tide Eco-Box for liquid detergents, which uses 60 percent less plastic compared to traditional laundry bottles. More broadly, innovations such as greater compaction have aided us in reducing and removing unnecessary packaging for the PODS format.

(Porter & Porter, 2024)

More than half (54%) of consumers surveyed said climate impact was at least somewhat important to them when making a purchasing decision. Among high-income Gen Z respondents, this figure rose to 83%. And 17% of consumers said that the climate impact of a product or service was “very important.”

Climate consciousness is strongest among the young. A quarter of those aged 34 and under rated climate impact as “very important.” This compares to 15% of those aged 65 or older who said the same.

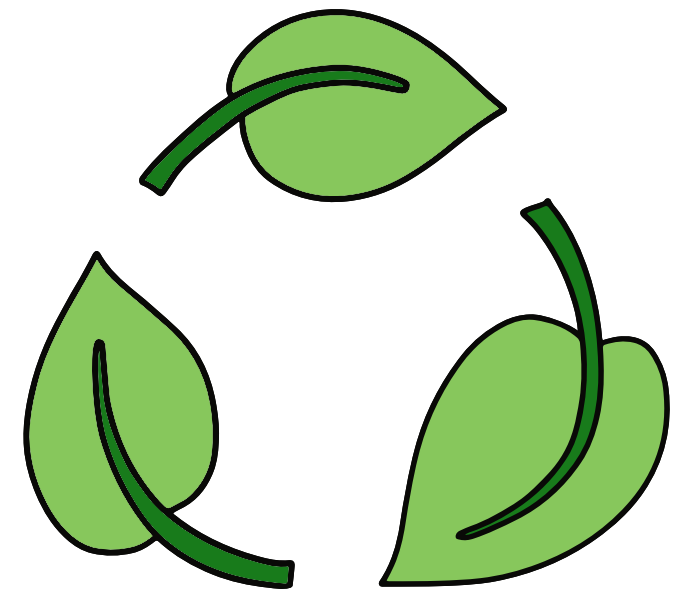
(Gott et al., 2023)

According to the global findings of the survey, half of Gen Z and millennials are more likely to purchase sustainable products now than they were before the pandemic, while about 50% of all adults would pay a premium for sustainable products.

(Canadians Want Brands to Help Them Be More Green, 2022)



- 8 in 10 value a sustainable lifestyle.
- 65% feel they have a moral obligation to use environmentally friendly products.
- 6 in 10 report climate change as the top concern.





# Why is Tide Purclean our hero?

## Perfect Fit for Our Audiences:

- **Busy Moms:** Want safety + effectiveness; eco-cleaning offers emotional reassurance (good for kids & planet)
- **Gen Z:** Driven by purpose and social proof; Tide Purclean speaks to their values (transparency, sustainability, aesthetics)
- **Price-conscious?** Yes, but willing to pay slightly more for a product that aligns with personal or family values

## Strategic Fit for the Brand:

- Reinforces Tide's commitment to innovation + sustainability
- Allows Tide to compete with emerging eco-conscious players without sacrificing performance
- Strengthens Tide's positioning among next-gen shoppers and value-driven households
- Helps modernize brand image while staying rooted in trusted efficacy

## Perfect for Summer:

- Laundry volume peaks: Sweat, stains, kids, travel
- Eco-conscious campaigns perform better during seasonal resets (spring/summer, back-to-school)
- Fresh lavender scent = seasonal relevance and emotional trigger (relaxation, freshness)





# From Stain to Sparkle

## Touchpoints

TV ads, Instagram parenting pages, YouTube family channels

Blogs, online reviews, Amazon product comparisons, comparison reels, YouTube influencers

Amazon, e-commerce promo codes, Walmart/Costco in-store displays, online grocery apps

Sustainability newsletter tips for stain removal, Eco points, Family rewards programs

Facebook groups, word of mouth, user reviews, story shares

Awareness

Consideration

Purchase

Loyalty

Advocacy

Highlight eco-friendly and safe-for-kids formula with strong performance

Showcase data: 75% plant-based, reduced carbon footprint and hypoallergenic use

Provide bundles, coupons, convenience options

Personalized advice, family-friendly laundry hacks

Amplify UGC, offer prizes for social shares, Encourage testimonials, reward referrals

## Tide's Role

Adults 28-54



# From Stain to Sparkle

## Touchpoints

TikTok, Instagram  
Reels, Spotify ads,  
eco-influencer  
collabs

Reddit reviews,  
comparison reels,  
YouTube  
influencers

Amazon, TikTok Shop, e-  
commerce promo codes,  
Walmart/Costco in-store  
displays, online grocery apps

Sustainability newsletter  
tips for stain removal,  
Eco points, Student  
rewards programs

TikTok reviews, story  
shares, collabs with  
green creators



Awareness



Consideration



Purchase



Loyalty



Advocacy

Create buzz with  
short-form video  
content and eco-  
messaging

Showcase data:  
75% plant-based,  
reduced carbon  
footprint

Flash sales, student  
discounts, limited-  
edition lavender  
packaging

Exclusive early  
drops, Laundry care  
hacks, eco-badges  
for loyal users

Amplify UGC,  
offer prizes for  
social shares

## Tide's Role



Gen Z



# What Do We Want People to Think, Feel, and Do?

## Think:

Tide is the eco-friendly, reliable solution for tough stains, backed by sustainability.

## Feel:

Confident that they are making a positive impact by using a product that cares for both their clothes and the environment.

## Do:

Purchase Tide, try the new eco-friendly product line, and become repeat buyers through loyalty programs.



# Timeframe

**Campaign Duration: May – August 2025**

## **Pre-Campaign (May):**

Tease product with influencer eco-friendly posts, behind-the-product content, and early previews.



## **Launch (June – July):**

Heavy media push with social media ads, OOH (billboards, transit), and retail activations for Canada Day.

Focus on cleaning power and eco-friendly benefits.

## **Back-to-School (August):**

Shift focus to family, home reset, and Back-to-School prep messaging. Emphasize simplicity and eco-conscious choices for families and efficacy + availability for Gen Z.





# Why **Summer** is Our Moment

## For Busy Moms:

- **Fun in the Sun, Laundry in the Evening:** Summer means family outings, BBQs, and vacations, which means more laundry. Don't worry, moms—we've got you covered! Let's keep those kids' clothes clean after endless outdoor play.
- **Home & Heart Vibes:** Summer also means deep cleaning, getting ready for back-to-school madness, while still keeping it fun! Tide Purclean's plant-based, family-safe formula means moms can breathe easy while cleaning. Summer is when everything feels more alive. We spend more time outside and enjoy nature. It's also a great time to take care of the planet. Let's use this season as a reminder to make eco-friendly choices.
- **Fresh for the Whole Family:** Whether it's a family picnic or just a quick trip to the park, moms want their laundry to be safe, fresh, and easy. Plus, with Tide Purclean's fresh scent, everyone will smell like a summer breeze.





# Why **Summer** is Our Moment

## For Gen Z:

- **Vibes, Vibes, Vibes!:** Summer means freedom, festivals, and fun, and Gen Z is all about sharing their adventures! From beach trips to music festivals, they're all about those Instagram moments.

Instagram moments = fresh clothes!

- **Scent of the Season:** The lavender scent is all about that fresh summer air light, breezy, and perfect for every Insta story. Let's face it, Gen Z loves that "being clean" aesthetic, and they'll be all about it!



# Creative Message

**Clean Clothes, Clean Planet – All Summer Long**

## Message Pillars:

“Powerful Clean, Less Waste”

“Smell Good. Feel Good. Do Good.”

“Trusted by Moms. Loved by the Planet.”



# Media Channels

## 1. Social Media Advertising

**Channels: Facebook, Instagram, TikTok, YouTube**

### **Audience Focus:**

- Primary (Adults 28–54): Facebook & Instagram
- Secondary (Gen Z, 18–27): TikTok & YouTube

### **Tactics:**

- Short-form videos showing stain-removal hacks
- Influencer partnerships (mommy bloggers, cleaning creators, lifestyle influencers)
- Seasonal and product-featured content
- TikTok challenges (Gen Z) & Instagram Reels (both audiences)

### **Reasoning**

- Social media is where our audiences live. Moms scroll for tips and discounts; Gen Z scrolls for aesthetics and trends.
- Platforms offer precise ad targeting based on demographics, interests, and behaviors.
- Visual storytelling helps demonstrate Tide Purclean's power and eco-value in snackable formats.



## 2. E-Commerce & Digital Retail

**Channels: Amazon, Walmart.ca, Instacart, Canadian Tire, PC Optimum**

### **Audience Focus: Both Audiences**

- Primary: Convenience, trust in Walmart/Amazon
- Secondary: Preference for digital-first shopping & auto-ship deals

### **Tactics:**

- Sponsored listings, "Subscribe & Save" offers
- Flash sales, promo codes, and limited-edition lavender packaging
- Retargeting for abandoned carts

### **Reasoning**

- Our audience is already shopping here - this is bottom-of-the-funnel.
- Easy access = reduced friction to trial. Retargeting taps into intent and helps close sales.
- Loyalty tools (subscriptions, bundles) help retain repeat customers.



### 3. Search Engine Marketing (SEM)

**Channels: Google Search, YouTube Ads, SEO**

#### **Audience Focus:**

- Primary: Searching for family-safe, stain-fighting detergents
- Secondary: Research-driven Gen Z buyers

#### **Tactics:**

- Paid ads for “eco-friendly detergent,” “best detergent for families,” etc.
- YouTube ads with real-user testimonials
- SEO to ensure Tide Purclean ranks for key queries

#### **Reasoning**

- Paid Ads target eco-friendly and family-focused detergent searches.
- YouTube Ads use real testimonials to build trust with Gen Z.
- SEO boosts Tide Purclean's ranking for key search terms.





## 4. In-Store Retail & Sampling

**Channels: Walmart, Canadian Tire, Shoppers Drug Mart/NoFrills stores**

### **Audience Focus: Both Audiences**

- Primary: Busy parents and household decision-makers shopping in-store
- Secondary: Gen Z looking for quick, affordable options at nearby discount retailers

### **Tactics:**

- In-aisle signage and shelf-talkers highlighting Tide Purclean's eco-friendly features
- Endcap displays with lavender-scent samplers
- PC Optimum program promotions (e.g., bonus points on purchase)
- Weekend demo booths for sampling at high-traffic stores (Walmart/No Frills)

### **Reasoning**

- These are the locations our audience already shops at for household essentials.
- In-store visibility drives impulse trials and boosts trust in the product's performance.
- Hands-on exposure (demos/samples) is especially powerful for skeptical buyers.



## 5. Email & CRM Marketing

### Channels: Brand newsletter, Loyalty Programs

#### Audience Focus:

- Primary: Moms who value deals & reminders
- Secondary: Younger shoppers who enjoy early access and personalized perks

#### Tactics:

- Personalized email promos (based on shopping behavior)
- Launch previews, reward tiers, stain-hack content
- Referral bonuses ("Share & Save" with friends)

#### Reasoning

- Email is still the most cost-efficient channel for loyalty and retention.
- Personalization increases click-throughs and repeat purchases.
- Perfect for exclusive launches and community building.



## 6. Out-of-Home (OOH)

**Channels: Billboards, Transit Ads (urban hubs: Toronto, Vancouver, Montreal)**

### **Audience Focus:**

- Primarily Adults 28–54

### **Tactics:**

- Bold visuals and simple messaging: “Powerful Clean. Less Waste.”
- Strategic placements near retail stores and family-oriented neighborhoods

### **Reasoning**

- Builds top-of-mind awareness at scale
- Reaches commuting parents and working adults in high-traffic zones
- Reinforces digital messaging with strong visual repetition



## Bonus Tactic: Spotify Audio/Podcast Ads

### Audience Focus:

- Primarily Adults 28–54

### Tactics:

- Audio ads will be played between songs & podcasts
- Use jingles, quick stories, and smart CTAs to build lavender-scent recall.

### Reasoning

- Reaches users during laundry time, workouts, or commuting
- Creates audio association with Tide's fresh lavender scent & clean feeling
- Jingles resonate and stays on top of mind



# Media Blocking Chart

Tide	May				June					July				August				
Channels	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	31
Digital Platforms																		
Paid Social (FB, IG, TikTok)	\$60,000				\$85,000					\$90,000				\$130,000				
Influencer Campaigns		\$35,000			\$45,000					\$60,000				\$90,000				
Programmatic Video & Display	\$55,000				\$75,000					\$80,000				\$125,000				
Digital OOH (Transit + Mall Ads)	\$30,000				\$70,000					\$70,000				\$60,000				
In-Store Promotions & Sampling		\$20,000				\$50,000					\$60,000			\$90,000				
Search (SEM )		\$25,000			\$30,000					\$40,000				\$85,000				
E-Commerce (Amazon/Walmart.ca)	\$22,000					\$50,000				\$65,000				\$85,000				
Email & CRM Campaigns			\$16,000					\$32,000		\$55,000				\$65,000				
Spotify / Podcast Audio Ads		\$17,000				\$33,000												
Total - \$2,000,000	\$280,000				\$470,000					\$520,000				\$730,000				

May – Pre-Awareness / Launch Prep Budget: Low
June- July – Awareness/Consideration Budget: Moderate to High
August – Consideration (Peak Budget) Budget: Highest



Strategy Area	Details
Objective Alignment	<ul style="list-style-type: none"><li>• Acquires new customers</li><li>• Retains existing users</li><li>• Boosts brand awareness through a mix of digital and offline media.</li></ul>
Audience Focus	<ul style="list-style-type: none"><li>• Prioritizing convenience, price and sustainability</li><li>• Tailored messaging for household decision-makers (busy moms) and Gen Z buyers.</li></ul>
Channel Strategy	<ul style="list-style-type: none"><li>• Heavy focus on digital &amp; e-commerce</li><li>• Supported by retail and outdoor advertising for maximum impact.</li></ul>
Tactical Execution	<ul style="list-style-type: none"><li>• Summer campaign, seasonal promotions, and targeted digital efforts ensure Tide stays top-of-mind.</li></ul>





# Execution & Optimization

## Campaign Launch:

Roll out digital ads, influencer partnerships, and in-store promotions, Email marketing.

## Performance Tracking:

Use Google Analytics, Facebook Ads Manager, and sales data to optimize efforts.

## Adjust & Scale:

Based on engagement and conversions, refine messaging & media mix.



# Why it wash!

## **Channel-Audience Fit**

Each media touchpoint is chosen based on where the audience already spends their time - this maximizes message relevance and efficiency.

## **Multi-Touch Coverage**

From awareness to action, this plan covers all stages of the funnel and guides the audience smoothly from “hmm” to “buy.”

## **Consistency & Customization**

Consistent eco-message across channels with custom executions tailored to each platform and persona.

## **Seasonal + Emotional Hooks**

Summer freshness, lavender scent, and value-driven storytelling create emotional and sensory appeal, perfect for both segments.



Thank You



# Sources

<https://chatelaine.com/home-decor/laundry-products-canada/>

<https://tide.ca/en-ca/our-commitment/canadas-number-one-detergent>

<https://www.wvnstv.com/business/press-releases/ein-presswire/600091925/laundry-detergents-market-segmentation-by-type-and-geography-size-share-growth-2028/>

<https://tide.ca/en-ca>

[https://laundrish.com/blogs/the-psychology-of-freshness-how-clean-clothes-boost-confidence-and-well-being\\_](https://laundrish.com/blogs/the-psychology-of-freshness-how-clean-clothes-boost-confidence-and-well-being_)

<https://thebrandhopper.com/2024/04/21/a-deep-dive-into-marketing-strategies-of-tide/>

[https://www.searchenginejournal.com/google-ads-2024-recap/534699/?utm\\_source](https://www.searchenginejournal.com/google-ads-2024-recap/534699/?utm_source)

[https://broadsign.com/blog/transit-advertising-how-to-reach-audiences-on-the-move-with-out-of-home/?utm\\_source](https://broadsign.com/blog/transit-advertising-how-to-reach-audiences-on-the-move-with-out-of-home/?utm_source)

# Sources

<https://www.cbc.ca/news/business/tide-gain-detergent-packet-recall-canada-1.7165573>

<https://startuptalky.com/tide-marketing-strategy>

<https://agriculture.canada.ca/en/sector/consumer-trends-and-behaviours/canadian-environmental-sustainability-shopping-habits>

<https://tide.ca/en-ca/our-commitment/sustainability/materials>

<https://chatelaine.com/environment/eco-friendly-laundry-detergents/>

<https://trellis.net/article/idea-innovation-tide-north-americas-sustainability-story/>

<https://www.bcg.com/publications/2023/climate-and-the-canadian-consumer>

<https://strategyonline.ca/2022/04/21/canadians-want-companies-to-help-them-be-more-sustainable/>