







IMC Plan

ALWAYS
#ENDPERIODPOVERTY

Company Profile





- Owner: Proctor & Gamble
- Product: Feminine hygiene products (sanitary napkins, pantyliners, wipes)
- Introduced: 1983
- Country: United States
- Market: Worldwide
- Related Brands: Tampax, Whisper, Lines, Orkid, Evax/Ausonia

"Rewrite the rules, always." The Always and Tampax brands give Procter & Gamble a commanding 25% share of the worldwide feminine protection market, and a dominant 50% in the US.



Situation Assessment



Marketing Objectives #EndPeriodPoverty Campaign

CHALLENGE

Reaching a segment who has need for product but does not have means to obtain it.

BUSINESS GOALS

- Increase volume by delivering high reach
 - Increase Penetration
 - Create new usage occasions
- Increase Share
 - Gain new users
 - Gain Switchers

ATTITUDINAL GOALS

- Feel empathy for girls who have lack of access to period products.
- Inform the public that Always donated more than 35 million pads since the campaign began.
- Establish perception of Always brand as a company committed to social responsibility.

BEHAVIORAL GOALS

- Purchase a pack of Always pads at participating retailers to spark a pad donation from Always.
- Encourage donations of Sanitary products to local food banks/charities
- Join the conversation and raise awareness using #EndPeriodPoverty and @Always
- Support government/social initiatives in favor of supplying feminine hygiene products to girls

INDUSTRY TRENDS

Awareness regarding personal feminine care have risen over the past decades. Focus on feminine care especially is expected to see a rise as this decade progresses, and, in turn, drive sales of feminine hygiene product brands.

CAMPAIGN MISSION

- Raises awareness of the impact period poverty has on girls' education,
- Keeps more girls in school by providing them with period products
- Empowers millions of girls globally through puberty and confidence education.

SWOT ANALYSIS

Every month women have to go through this natural process and it becomes extremely important to maintain hygiene during periods to avoid infection.

Government's initiative in spreading awareness about maintaining hygiene especially among school girls is expected to boost the growth of feminine hygiene products

The increasing prices of the feminine hygiene product market is expected to impact their adoption on a large scale.

Increasing preference for homemade sanitary clothes is expected to hamper the growth of feminine hygiene products market.

Competitors

US MARKET















INTERNATIONAL













Target Audience







Demographic

- 10-14
- Female
- Financial dependent

Psychographic

- Inexperienced with product
- Embarrassed about menstruation

Behavioral

- Prefer pads for ease of use
- Still developing hygienic practices

Awareness



Demographic:

- 35-50
- Female
- Middle/Upper-class
- Married with children

Psychographic:

- Caring ethic toward children
- Likes to help others
- Knowledgeable about menstruation

Behavioral:

- Donates to charity.
- Shops weekly at supermarkets
- Enforces family hygiene

Consideration

CDJ Stages Consideration

Purchase

Advocacy

Advocacy

Tactics



Paid Media



Print



Outdoor





Magazine



Banner Ads



Always Dailies Normal 80 Pcs.

80 count - Pad Unscented

> SEM/Paid Search

Owned Media



Packaging



Brand Website



Social Media Pages



Mobile App

Earned Media





Social Media Likes/Shares/Tags/ Posts



Influencers

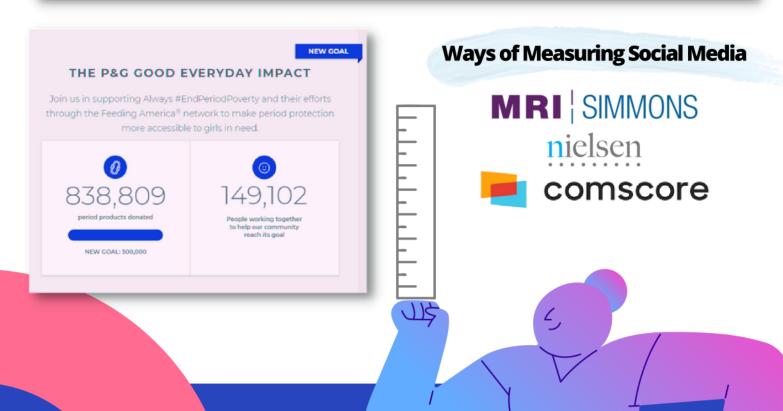


Word of Mouth



Measuring Impact

| Measurement | Reach | Engagement | Paid Media | SEO/Web Site | Email | PR |
|-------------|---|---|---|---|--|--|
| KPI's | Impressions Potential Reach: Followers, Fans, Subscribers Confirmed Reach: Views, Post/Page Views, Video Views Hits/visits/views Repeat Visits Conversion rates (from visitor or buyer) Buzz indicators (web mentions) Net Promoter Score (NPS) Customer acquisition cost | Likes/Stars/Hearts Comments Shares Retweets/Reposts Positive/negative sentiment Impressions Cost per click (CPC) Cost per impression (CPM) Click-thru-rate (CTR) Customer Retention Cost Profits per customer Customer acquisition cost | Impressions Cost per click (CPC) Cost per impression (CPM) Click-thru-rate (CTR) Customer Retention Cost Profits per customer Customer acquisition cost | SEO keyword ranking SEO sales conversion rate Number of unique visitors Total sessions/visits Average time on site/page | Open rate Click-thru-rate (CTR) Bounce rate Unsubscribe rate | Advertising value equivalency Clip/article counting Brand mentions |



Conclusion



Always #EndPeriodPoverty works to help girls stay confident and reach their full potential — because a lack of access to period protection shouldn't stand in the way of anyone's future.



With over 200 million pads donated to girls around the world in the last 10 years, Always is truly making a difference — and you can too. Join the mission to #EndPeriodPoverty.



Always #EndPeriodPoverty program has donated more than 32 million period products to girls in the United States with help from Feeding America, participating retailers, local organizations and people around the country.



always

You can also support girls in need by following Always on social and using **#EndPeriodPoverty** to join the conversation.



https://www.pggoodeveryday.com/impact/always-end-period-poverty/