



PROMOTION
PRINCIPLES
FALL 2021



#endperiodpoverty



always

IMC Plan

ALWAYS

#ENDPERIODPOVERTY

Company Profile



always

Always[®]
brand

- 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



Kimberly-Clark

poise

KOTEX



Edgewell™
PERSONAL CARE



Playtex Stayfree

Walmart
equate

INTERNATIONAL



essity

Simple

Ontex
Group Company



unicharm
ユニチャーム

Kao



TZMO
GROUP

always



Moms

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

Purchase

Advocacy

Advocacy

Paid Media



Print



Outdoor



Direct Mail



Banner Ads



TV



Magazine



Always Dailies
Normal 80 Pcs...
★★★★★ (8k+)
80 count · Pad
· Unscented

SEM/Paid Search

Owned Media



Packaging



Brand Website



Social Media Pages



Mobile App

Earned Media



PR



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



Ways of Measuring Social Media

MRI | SIMMONS

nielsen



comscore



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.



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

always

www.always.com

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

