



Reseeding our connection to nature

2023 Jay Chiat Entry



Summary

Air care, a category born to engage our senses and spark emotions, had become a battle of innovation. Brand connection and in turn, loyalty, was becoming non-existent. In order to reignite meaningful connection with people and grow the brand, Air Wick had to prove a bigger commitment to consumers and the world they live in.

We discovered that over 33 million acres of wildflower habitats have disappeared in North America. These wildflowers not only provide homes to essential pollinators, they also inspire the Air Wick scents people love. However, this is a problem people were unaware of, which means much of the region remained depleted. Air Wick managed to educate people on the problem and made them care about where their favorite fragrances came from as much as they care about the fragrance itself.

We created awareness and reseeded habitats through our integrated campaign: OneSquareFoot. OneSquareFoot motivated people to act on the idea that small actions can make a big impact.

Success was undeniable. Air Wick reseeded 130MM square feet of wildflower habitats, claimed 43% category share and experienced 117% YoY growth. Proving that a brand that lives inside the home can find ways to help outside the home.

Background & Business Challenge

Within the air care category there's been a shift away from the emotional benefit of self expression towards a more functional odor elimination promise led by category leader, Febreze. As their dominance grew, consumers were being trained to make their decisions based on functional benefits. The emotional appeal was gone.

Air Wick couldn't out-innovate or outspend P&G (with a media budget 4x the size of ours). The brand had to step out of Febreze's shadow and create a new, ownable space, while carefully managing two important headwinds:

1. Loyalty is practically non-existent within the category. People don't *return* to the Air Wick brand as much as they are locked into refilling a specific device.
2. The future of the category, i.e. younger consumers, increasingly prefer to neutralize odor, not add fragrance to their space. We needed to reignite desire for fragrance.



Campaign Goals

We defined clear and measurable objectives for the campaign:

- 1. Make a difference.** Band people together to help re-seed our country's shrinking wildflower habitats. If we could make people care about the problem, by contextualizing it through their love for amazing fragrances, we were certain they would get on board.
- 2. Stand out.** Meaningfully differentiate Air Wick from a category overtaken by gadgets to break through and elevate the brand — especially among younger consumers who would fuel long term growth for the brand. Owning the equity association statement of “helps me feel connected to nature” would be a key metric here.
- 3. Gain ground in the category.** Grow share and increase YoY sales during Spring, a key time period in Air Care. Springtime shoppers are 2x more valuable than everyday air care shoppers so getting them into our portfolio, means they would be more likely to return to Air Wick when shopping for refills.

Key Target:

The brand identified a high-value target: **The Springtime Shopper**.

They spend an average of \$28 more dollars during the spring season, looking to create an ambiance in their home for themselves and/or their family. We needed to ensure Air Wick was top of mind by the time they got to the shelf.

A special focus was placed on the 18-34 cohort, to future-proof the brand. The younger generation hadn't discovered the joys of adding fragrance yet.

We had to go beyond demographics and shopping habits to connect. We discovered that at least half of adults today pay attention to companies' corporate social responsibility initiatives and consider them important factors in their purchasing decisions. This is especially important for our target who is much more likely to be a parent and want to instill positive values onto their children.



Insight and strategic idea:

Insight: People don't realize the very elements of nature that inspire the fragrances they love, are quickly disappearing.

We discovered people just don't realize the role nature plays in inspiring the everyday fragrances they love. This was a key finding because fragrance is what our biggest fans love about Air Wick. And, what makes our scents so special is that they are inspired by nature.

Next, we learned that over 33 million acres of US wildflower and grassland habitats have been lost to global warming or overdevelopment— land that was once home to wildlife and pollinators essential to America's ecosystem.

To find a solution that could engage an active audience, we partnered with WWF to truly understand how Air Wick could help.

We learned that one single square foot of wildflowers can provide resources for pollinators from miles around. Armed with this information, we seized the opportunity to make a real difference through a powerful creative idea that is at its core connected to the main benefit our brand provides. Air Wick would inspire people to do one small action to help save the grasslands. And if enough of us came together, we could make a huge difference. We set out to start a movement that would eventually help reseed the US Great Plains, one square foot at a time. All the while claiming an ownable space within the category.

Strategic Idea: One small action can help reverse the loss of 33 Million acres of natural wildflower habitats that inspire Air Wick's scents.



The idea and the execution:

The idea: OneSquareFoot SuperBloom.

Air Wick inspired people to do one small action on Instagram to help save the grasslands. We asked people to post a picture of a flower on social media and tag it #OneSquareFootSuperBloom. For every post using #SquareFootSuperBloom Air Wick, along with WWF, vowed to plant one square foot of wildflowers, with the goal of eventually re-seeding 1 billion square feet in the Northern Great Plains. All the while creating the first ever SuperBloom on social media.

How it was brought to life:

On National Plant a Flower Day, Air Wick unveiled a park measuring exactly 1sqft in Santa Monica, CA. An event attended by influencers, artists and representatives from WWF attracted and educated people about our efforts and how they could get involved.

News spread quickly with coverage from Thrillist, Patch and LA Magazine along with the national news wire. Explaining not just the launch, but the commitment on behalf of Air Wick to help reseed the Northern Great Plains. This helped strengthen our engagement approach with our target by connecting the elements of social responsibility and consumer participation within our initiative. We partnered with National Geographic, influencers and artists to amplify our message on social media. And our online video reminded people to engage.

Last but not least, we knew we needed to remind people of our nature-inspired fragrances that help people bring nature into their homes every day. We launched a limited edition spring collection in partnership with the WWF. Proceeds of each purchase went to our reseedling program. Through evergreen TVC, social and shopper channels, we tapped into the feelings that come with springtime's renewal while informing people about AirWick's products that make bringing nature-inspired fragrances into the home easier than ever.

Air Wick's One Square Foot Super Bloom: A 360 campaign that engaged people, influencers, media and partners for one single meaningful cause



Our OLV's created ongoing awareness and enthusiasm for the initiative.



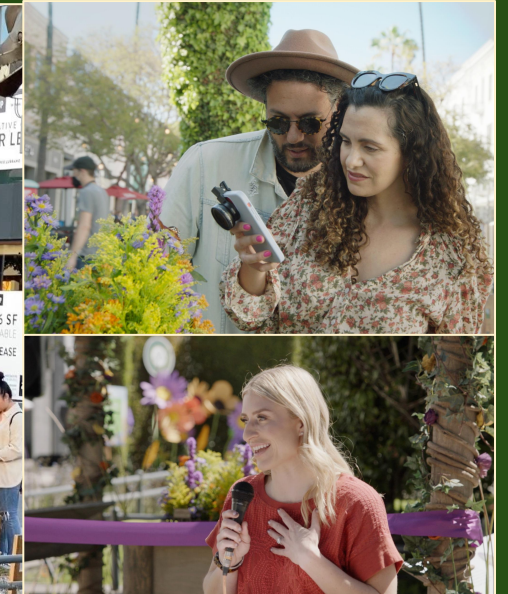
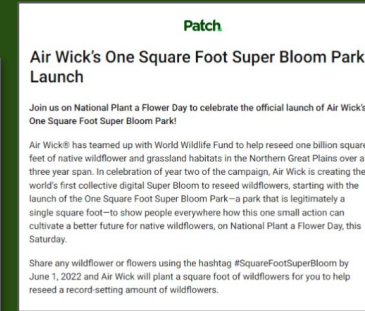
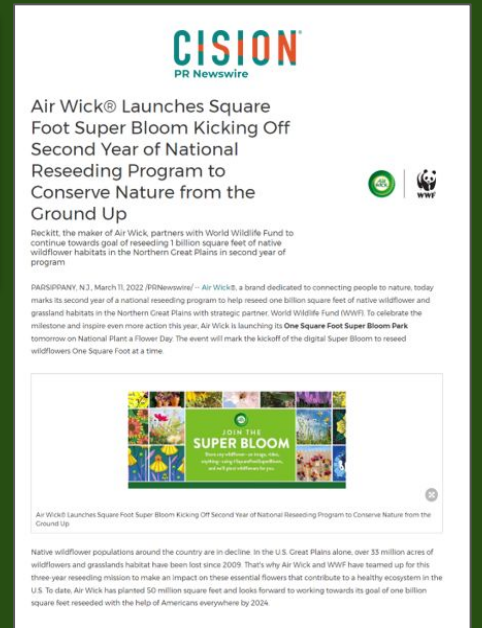
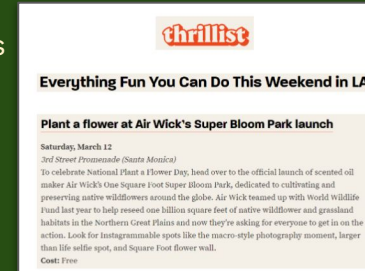
Super Bloom Park, Santa Monica, CA

On National Flower Day (3/12), Air Wick unveiled Super Bloom park measuring exactly 1 sqft.

An event attended by influencers, artists and representatives from WWF, attracted onlookers who learned about how to do their part in re-seeding the wildflowers.

AirWick's #squarefootsuperbloom was officially launched!

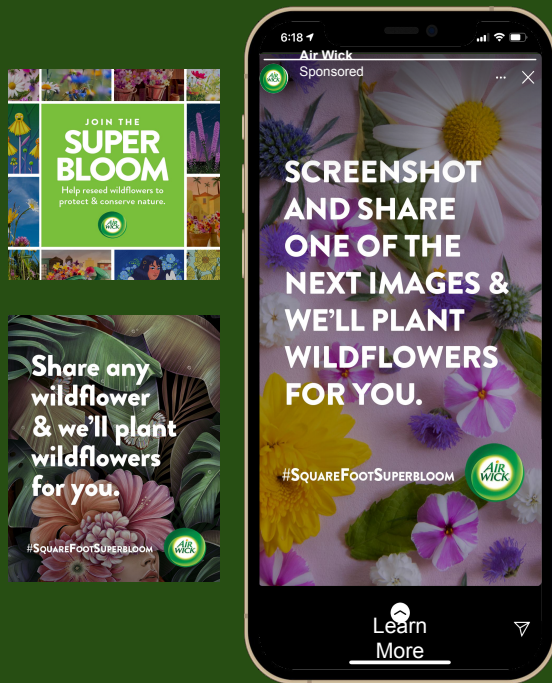
The press release was picked up by 332 outlets with an estimated 195M impressions, coupled with placements on Thrillist, Patch and LA Magazine online generating an additional 19M impressions.



The social engagement mechanics were simple and easy. Everyone across America could play a part in re-seeding the wildflowers.

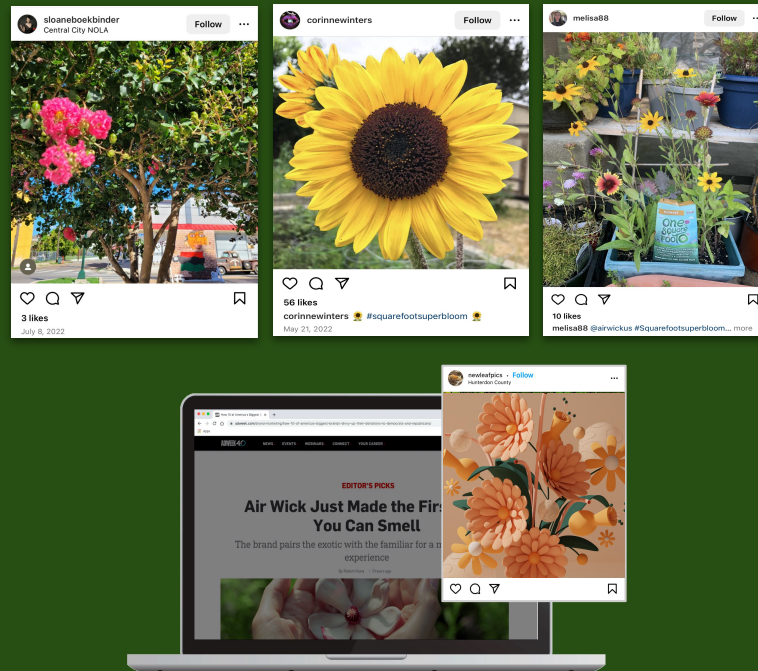
Step 1

People would become aware of our initiative via online paid media



Step 2

Create or find any piece of flower content, or pick your favorite piece from the Super Bloom hub, and share with #SquareFootSuperBloom.



Step 3

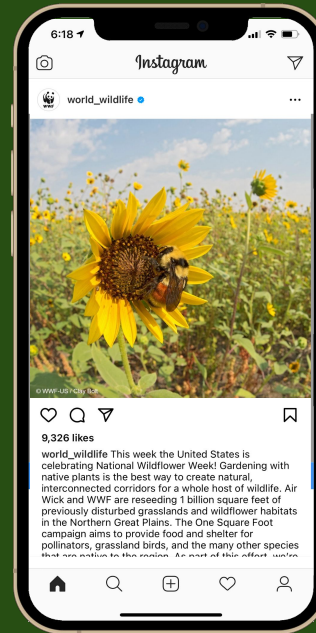
Air Wick+WWF plant One Square Foot for you & send seeds so you can plant your own.



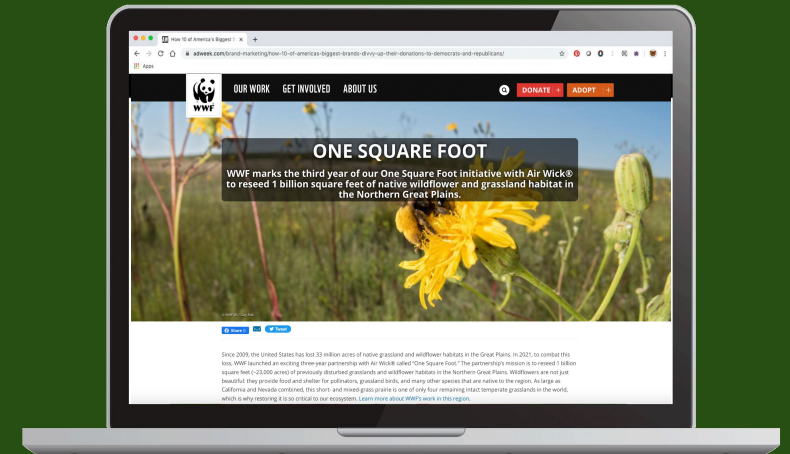
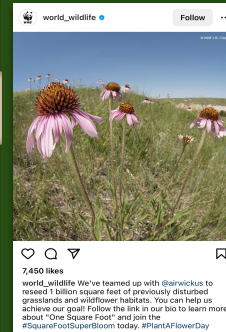
Our partnership with WWF: Limited edition spring fragrance collection, social seeding and engagement and website integration



Proceeds of each purchase went to our Super Bloom reseeding initiative



Created awareness among their 3MM+ @World_wildlife followers



Helped educate people through their owned platforms on the importance of the cause

Our Impact:

The goal we set for ourselves:

1. Make a difference. Band people together to help re-seed our country's shrinking wildflower habitats.

2. Stand out. Meaningfully differentiate Air Wick from competition by owning the equity association statement of "helps me feel connected to nature".

3. Gain ground in the category. Grow share and increase YoY sales during Spring, a key time period in Air Care.

Our performance

Air Wick together with WWF and all who participated helped reseed 130MM square feet of wildflowers in the US Great Plains.

In addition to our re-seeding success, we contributed \$2MM of our committed \$3MM to the World Wildlife Fund to ensure we cover as much ground as possible now and in the future. We also found that 36% of people in a post campaign survey said they used #SquareFootSuperBloom to participate. And 34% requested seeds through the program to plant in their own backyards.

Air Wick's association among 18-34YO with "helps me feel connected to nature" increased a whopping 18% between March 2022 and June 2022.

During the same timeframe for the same audience, Febreze's association to the same statement remained flat, Glade's grew by just 2% and Bath and Body Works decreased by 2%.

Air Wick's Nielsen data reported an explosive 117% growth at a time when our biggest competitor, Febreze, only grew by 11% in the spring season compared to 2021.

This catapulted the brand to the #1 spot in the captive segment within the air care category with a 43% share. The captive segment is incredibly important because it encourages people to continue to purchase refill products of the same brand in the future.

Thank you