HEAD & SHOULDERS

Problem
How does a brand capitalize on a major sporting event to publicize its fundraising programs?

Solution
Use OOH formats to target people going to and from the stadium and encourage them to get involved.

Background
“Ride the Whiff” by Head & Shoulders was a first to market fully wrapped branded subway train to Citi Field. The campaign integrated OOH, experiential events, social media and social responsibility.

Citi Field, home of the New York Mets, was selected as the destination for Head & Shoulders, since the brand was the official shampoo of Major League Baseball (MLB) and Mets player CJ Wilson was its spokesperson. Head & Shoulders aligned itself with inclusion and affordability by hosting children from the local Reviving Baseball in Inner Cities League (RBI) to ride the iconic brand train to Citi Field in celebration of MLB All-Star Weekend on Sunday, July 14, 2013.

Objective
Head & Shoulders was launching with a new product with the scent of Old Spice. CJ Wilson was going to be a big part of the ad campaign and the brand wanted to align with the MLB All-Star Game. With a limited budget, Head & Shoulders couldn’t afford anything at Citi Field, so the planning team came up with an idea to hit all those MLB fans on their way to the game using the 7 subway line.

Strategy
The kids met the train at 9:30 on the middle platform of Willets Point Subway Station at 126th Street & Roosevelt Avenue and posed for photographs. The kids’ very presence enlivened Head & Shoulders’ larger charitable endeavor, The Season of the Whiff. Head & Shoulders set up with MLB to raise money for RBI programs across the country. Their ceremonious ride to Citi Field reminded and encouraged fans how to get involved with the program and help raise money for the cause.

For every “whiff” throughout the Majors during the rest of the 2013 Regular Season, Head & Shoulders makes a $1 donation to the national RBI program. Fans are also encouraged to support the Season of the Whiff program by tweeting #whiff at the team’s Twitter handle for every strikeout. The club that secures the most tweets each month earns a $10,000 donation for their local RBI program

Plan Details
Market: New York
Flight Dates: June - July 2013
OOH Formats Used: Interior car cards and four sets of wrapped seats, train wrap
Results
This sensational campaign garnered a four-week circulation of 89,761,529. The #whiff hashtag has been used over 500,000 times. Here’s the breakdown on donations:

-- $35,000 - $40,000 for $1 per strike out
-- $60,000 in monthly #Whiff donations April – September
-- $20,000 for the season long #Whiff leader
-- $5,000 to Angels RBI for Whiff-A-Thon PR event (March 2013)
-- $1,000 to Angels RBI $1,000 for a sampling event

The RBI program is the MLB youth initiative designed to give young people from urban and underserved communities the opportunity to play baseball and softball, encourage academic success and achievement, and teach important life lessons and values. To date, The Season of the Whiff initiative has raised over $55,000 for Reviving Baseball in Inner Cities and will continue to raise more funds through the end of the regular season.

• Two evenings of “Turning the Pritzker Lawn Blu” with complimentary Radisson Blu blankets distributed on July 23 and August 6
• Signature blue salvia plantings in Millennium Park
• Six Radisson Blu mocktail sampling experiences: over 7,000 mocktail samples distributed over 6 nights (July 16, July 23, July 26, July 30, August 2 and August 6)
• Blue-lit Pritzker Theatre for all summer concerts
• Six windmaster signs
• Program inserts for the summer concert series
• Website sponsorship mention

Results
The strategy was successful because the campaign provided an overall experience – from the experience on the trains, inside and outside the stations and then in one of the most iconic Chicago locations – Millennium Park. The client was extremely happy with the entire campaign, from how we used the budget to how we created a personal and interactive experience.

• See pictures and video: http://www.nbcchicago.com/blogs/inc-well/Brand-Watch-Radisson-Blu-132997178.html
• https://www.carlsonhotelsconnect.com/home/story.do?jsessionid=1x6TGFWTmjby05zphbHyTxlj7TL1TnzybRhh9NQRLgHvjlRGMqhL-93140770?storyId=4536314

This campaign was a part of a larger branding effort. The planning teams were also part of an amazing, successful campaign in London to bring awareness to the Radisson Blu name and a hotel renaming. The London campaign does not qualify because it was implemented in May and June, just outside the parameters of this award. However, it is important to note that the work done in London was an inspiration to the Chicago efforts and the client was pleased with the creativity, timing and ideal placements on both sides of the pond.