

CLOROX BLEACH

Problem

How does a brand re-invent its name for a new generation?

Solution

Use OOH media to create a place for consumers to interact with the brand in a new, fun way.

Background

Vegas. A city of glitz and glam – sprinkled with 12 hour marriages, blacked-out bachelorette parties and \$7.99 buffet binges. Like your ex-boyfriend, Vegas lies. From puked-on, splattered clothes now balled up in your suitcase to your BFF drunk-tweeting your every move, what happens in Vegas NEVER stays in Vegas. That's exactly what Clorox Bleach was betting on when it brought its Bleachable Moments campaign to the strip.

Objective

The campaign objective was “Expect the Unexpected.” The campaign needed to create an engaging program that communicated with people where they are – both in social media channels where they come together as well as real-life places.

The advertising objectives were:

- Rotate multiple one-liners in relevant, high-traffic but unexpected areas using digital OOH.
- Focus in Las Vegas which strategically aligns with events travelers want to Bleach Away.
- Leverage the medium to align with the message.

The target audience: Recent graduates, couples

“living in sin” and new parents (of human and/or furbabies) flock to Vegas to forget their responsibilities. Unfortunately, many of their epic moments that peaked with “Yes!” are closely followed by “OMG.” Clorox Bleach – a brand that “their grandma used” – descended on the strip to provide an unexpected solution. It challenged visitors to share their messiest Vegas moment and Clorox would “bleach” it away. Now their “grandma’s brand” was becoming THEIR brand. Not too bad for 100 years of cleaning excellence.

Strategy

Sin City is used to shock but not from “innocent” Clorox Bleach. Upon arrival, visitors were greeted with “I ___ed myself last night” or “Is that ____ on my skirt” taxi tops. For those feeling brave, Clorox even provided free limo rides in exchange for Bleachable Moment confessions.

Once on the strip, visitors texted their moments to one of Clorox’s two interactive billboards. Now they, along with anyone passing by, could watch personal confessions like “I pierced my tongue in Vegas” get bleached away. And on top of bragging rights for having their name on a Vegas billboard, they were also entered in to win \$15,000.

Beneath one of the billboards, The Office’s Angela Kinsey intercepted folks to share their bleachable moments on camera. Best



of all, the campaign's buzz extended beyond Vegas as visitors shared their experience with their social followers.

Plan Details

Markets: Las Vegas

Flight Dates: January 7 – February 24, 2013

OOH Formats Used: Digital billboards, taxi tops, taxi TV displays

Billboards on both ends of strip contained bleached away headlines (“I ___ed my ___ in Vegas”) and invited users to fill in the blanks via their mobile device. Selected submissions were displayed on the billboard before an animation whites out the key words, giving the user (and anyone watching) the experience of seeing a messy moment bleached away.

Through a link to the Bleach It Away online gallery, users whose lines were selected were directed to an image of their line on the billboard that they could share via social media. The taxi campaign provided a way to cover the market with the campaign messaging, including a :30 spot video of Clorox Bleachable Moments.

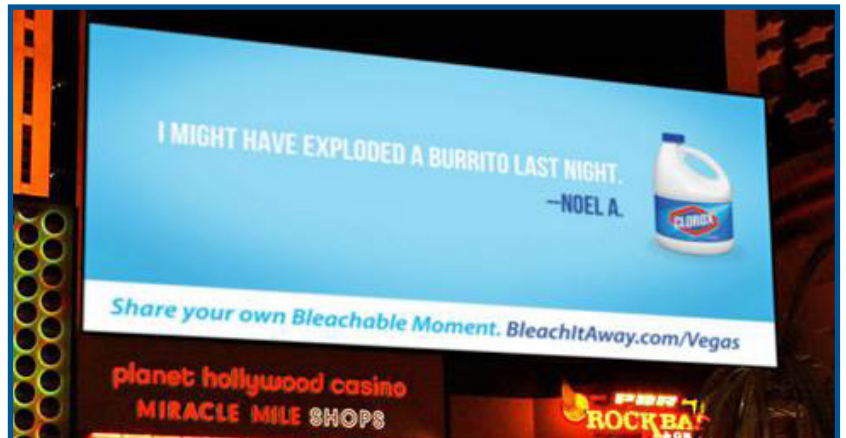


Results

The campaign received ~500 billboard entries and over 15,000 views of the online showcase. In addition to paid media, Clorox received 180M non-paid impressions from press coverage, celebrity media tours and social outreach. But the best results are with Clorox Bleach's sales. The campaign stopped the decline; sales have now begun to flatten out due to growth of the new target - new, younger consumers (120 index).

Clorox – a historically conservative brand – was very happy with the campaign. Katie Kiel, Brand Manager, stated, “We really liked the Vegas execution because it appeared larger than life – we were able to buy relevant media and literally take over the city with our campaign in a way that people couldn't help but notice.” Clorox wants to continue the surprising and unexpected OOH executions for the next year.

The campaign made a boring, outdated product like bleach appear trendy and edgy almost overnight, allowing the brand to reach a new target and demographic.



<http://www.adweek.com/adfreak/clorox-tries-bleach-sin-out-las-vegas-outdoor-ads-146548>

<http://www.digitalsignagetoday.com/article/206811/Clorox-DOOH-campaign-bleaches-away-the-evidence-in-Sin-City>