

Clorox Safer Today Alliance

Background

Guided by Clorox's brand purpose, championing a cleaner world where everyone can thrive and recognizing the COVID-19 pandemic created new challenges for businesses as they strived to maintain a safer and healthier workplace for their employees and customers, the team saw an opportunity. Use the power of Clorox's equity, protocols, and products to help multinational companies with global iconic brands safely and confidently welcome their shared consumers back into public spaces through the formation of the Clorox Safer Today Alliance, a coalition of leaders in health and wellness dedicated to enhanced public safety. With EPA-approved disinfection solutions, the Safer Today Alliance is making public spaces safer so the world can move forward together.

The Safer Today Alliance launched in the spring of 2021 when pandemic fatigue was high, and people were starting to re-emerge from their homes cautiously.

Objective

Leverage the launch of the Clorox Safer Today Alliance as a way to drive trust and confidence with consumers further, specifically focusing on mild-to-moderate anxiety-prone audiences who are optimistic but hesitant about leaving their homes and have them associate the Clorox brand and messaging with helping make public shared spaces safer.

Strategy

Clorox took a multichannel approach to the campaign launch, focusing on impactful yet targeted media to drive awareness, education, and association throughout the consumers' journey from inside the home to outside in public shared spaces. Understanding the variety of emotions and onslaught of health and wellness information people were facing at the time of reopening, it was critical to target people who would be most open to this messaging. At the same time, public space safety was top of mind to break through and resonate. Out of home media was the perfect vehicle for engaging in this personalized approach, specifically airports and transit hubs, two of the hardest-hit venues during the pandemic and where anxiety levels were especially high.

- Airports: 3 out of the 4 Alliance launch partners have a significant presence and relevance to airports. Clorox utilized impactful, high-reach digital placements throughout the airports, choosing locations based on areas with high traffic volume and relevance to partners, i.e., terminals, baggage claim, and dining/retail



- Transit: To fuel optimism and educate trepidatious passengers throughout their ride, Clorox implemented digital placements within transit stations as well as printed media inside trains. They focused on markets that rely heavily on mass transit, including New York City, Chicago, and Philadelphia.

Plan Details

Market: Transit: NY, CHI, Philly; Airports: ATL, CLE, DEN, DAL, JFK, EWR, IAD, LAX, ORD, SFO, OAK, STL

Flight Dates: May 3rd, 2021–June 20th, 2021

OOH Format: Transit : Liveboards, digital platform screens, car cards; Airports: digital networks/spectaculars

Additional Media Formats Used: TV, Online Video, Social Media, Paid Search

Target Audience: Custom Mild-to-Moderate Anxiety Prone Audience, Source: Omnicom - Omni Audience Explorer, Axiom

Budget: OOH - less than \$500k

Results

To understand the impact and audience behavior of those exposed to the campaign, Clorox partnered with an OOH media partner to conduct consumer research. The objective was to measure brand affinity of Clorox and the Safer Today Alliance campaign that ran in airports with controlled placements (10 of the 12 airports featured in the campaign) Using a survey-based methodology, the study targeted consumers exposed and unexposed to the campaign showing that the media & messaging drove a 65% lift in overall message association and 74% lift in overall brand association. The messaging resonated particularly well with Adults 55+, as evidenced by a triple-digit lift in both message association (+128%) and brand association (+111%). Most notably, the campaign drove a 52% lift in the specific attribute: Clorox “Is delivering a valuable service to the community.”

Additional research across the entirety of the campaign shows a 12% lift in Clorox making public spaces safer for the audience “anxious about bringing home germs.”

Through significant lifts in brand metrics, the campaign successfully drove trust and confidence with our anxiety-prone audience that the Safer Today Alliance is making public spaces safer so the world can move forward, together. The media approach will be used as a blueprint for future efforts and continues to be a powerful example of Clorox championing a cleaner world where everyone can thrive.

Testimonials

“OOH was a strategic vehicle for us to engage with consumers in public spaces as we know there’s a new heightened awareness and expectation of hygiene and cleanliness outside the home.”

Matthew King

Assoc Director, Channel & Content

OOH- The Clorox Company