



VOICES

True listening, better choices

SANITARY PROTECTION:

INSPIRING YOUNG GIRLS TO LOOK WITHIN, NOT OUTSIDE OF THEMSELVES

THE ISSUE

Declining market share because it was seen as an 'old' brand

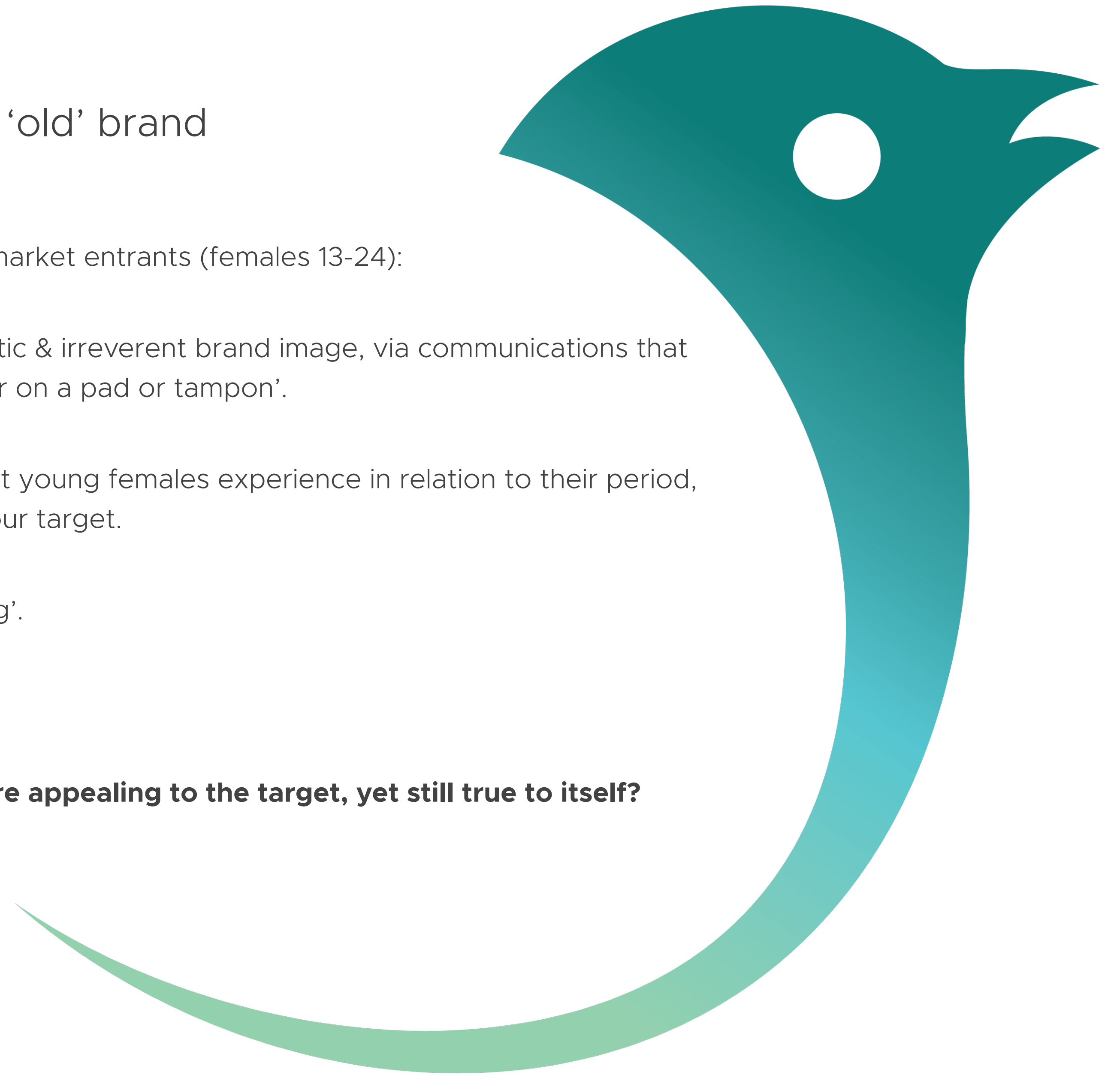
* The client's brand was losing market share, particularly amongst new market entrants (females 13-24):

* Competitors appealed more to this target because of their authentic & irreverent brand image, via communications that did away with the old sanitary protection advertising of 'blue water on a pad or tampon'.

* Instead their communications highlighted the true-to-life issues that young females experience in relation to their period, which they executed in an irreverent and funny way - perfect for our target.

* The client's brand was comparatively 'girly', 'traditional' and 'boring'.

* **Core question: How could we reposition the client's brand to be more appealing to the target, yet still true to itself?**



THE CORE CHALLENGE

The target audience (young females) enjoy all that which is 'irreverent and cool' but our competitors owned this space. We needed to carve out something different, which is extremely difficult amongst a target who tend to converge around 'cool' in the absence of an established identity of their own.

THE INSIGHT

Young girls may act cool and sexual but in truth they're insecure about their femininity generally speaking and their periods more specifically, which they know that the young males they so want to impress, find unattractive.

While the competitor brand was highly appealing to the target audience, it represented the side of them that they show to the outside world - their cool side. It was therefore limited in its voice and reach into young girls' psyche to their social image - **not their internal self-dialogue**. Specifically, the competitor did not speak to or address the target audience's inner anxieties and insecurities in relation to their period, their femininity and their sexuality.

We discovered that the client's brand had real potential in being the brand that speaks to the target audience's real self because it's not so busy trying to be cool. In fact, its 'girly' foundation had potential - the potential to be metamorphosed into a broader, all-encompassing and more real femininity - **including all its aspects - the strong, the weak, the beautiful and the vulnerable.**



THE SOLUTION - BE REAL, NOT COOL

The client has since executed multiple campaigns around 'really being real', which has ventured much deeper into young females' psyche than the competitor brand has. The campaigns were executed with the requisite realness yet gentleness that is needed by the target audience, (albeit never confessed to).

