



**Tide: a creative brief**  
by Kelly Davis + Ceci Fyock

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# executive summary

The following research was completed by Kelly Davis and Ceci Fyock to analyze Tide Detergent, a product of the Procter & Gamble company. Primarily, our research was conducted through the use of online databases such as Mintel, Redbooks, Hoovers, and the Procter & Gamble website. In addition, primary research was conducted to compare our observations to the general data gathered about this product.

Our creative brief examines Tide's target audience, features and benefits, brand image, competitors, advertising goals and the brand's strategic message. It also includes a summary of our ethnographic research.



# product summary

Procter & Gamble was founded in 1837 as a soap and candle production company in Cincinnati, Ohio. Throughout the years it has developed into a multinational consumer goods company in control of over 80 major brands. “The Procter & Gamble Company (P&G) boasts dozens of billion-dollar brands for home, hair, and health. P&G’s hundreds of brands are available in more than 180 countries” (“P&G Company Description,” 2015). Tide is a brand name of a synthetic laundry detergent manufactured by Procter & Gamble (“Development of Tide Synthetic detergent,” 2006). The Tide brand contains four types of laundry detergent products: liquid detergent, powder detergent, detergent pacs, and stain removing detergent. This creative brief will focus primarily on Tide’s liquid detergent and detergent pacs, commonly known as Tide Pods.

Tide liquid laundry detergent was developed in 1946 as the first synthetic laundry detergent. It is often a thick blue liquid (“Development of Tide,” 2006). Since its development, liquid laundry detergent has become the most widely used laundry product (“Laundry Detergents and Fabric Softeners,” 2013), surpassing powders, softeners, and other similar products. Tide liquid detergent accounts for nearly three quarters of total Tide sales (Owen, 2014).

Tide Pods are a premeasured unit of detergent contained in a plastic pac that dissolves during the wash cycle. They are a relatively new detergent option, optimized for new high-efficiency washing machines. Released in 2012, Pods have helped Tide gain market share from its popularity among younger audiences. Unit dose detergent sales account for 8 percent of all laundry detergent sales. Of all unit dose detergent sales in 2013, Tide Pods accounted for more than 70 percent (“Laundry Detergents,” 2013).

“Procter & Gamble sells its products worldwide through mass merchandisers, grocery stores, membership club stores, drug stores, department stores, salons, e-commerce and high-frequency stores, and neighborhood stores that serve consumers in developing markets” (“The Procter & Gamble Company Description,” 2015). Tide is available to a larger audience than other similar products because it is available everywhere and not exclusive to any one chain or retailer. Tide is available to an international audience since Tide’s parent brand, Procter & Gamble serves about 4.4 billion people in over 180 different countries (“The Procter & Gamble Company Business Summary,” 2015).





# target audience demographics

Tide's traditional primary target market is North American women aged 18-64, since 39 percent of Procter & Gamble's sales are from North America ("P&G Company Description," 2015). Women traditionally play a larger role in maintaining the home, so they have more of an opinion and brand preference when it comes to cleaning products. An article on ABC.com titled "Americans: Overworked, Overstressed," discusses the increase of women in the workforce. Many of these women used to be housewives, and now that they hold jobs, there are fewer hours when anyone is taking care of household chores. Men are finding that they have to share the duty of taking care of chores. This shift from the sole female homemaker to a joint endeavor has prompted Tide to shift its targeted demographic to appeal more to families instead of just females, as shown in the "My Tide," advertising campaign (Schabner, 2014).

P&G Everyday is an online news site for Procter & Gamble consumers. Most of Procter & Gamble's major products have their own page with unique articles relevant to the product as well as advertisements and coupons for Procter & Gamble products. By analyzing Tide's page on P&G Everyday, it is easy to infer the specific target market Tide is trying to reach. The page is set up similar to Pinterest, a media gathering site commonly used by women, with links to articles and slideshows arranged in an uneven box grid. Tide is trying to appeal to young mothers with articles about parenting tips, decorating kid's rooms, games to play with your children, and challenges spouses have after having kids ("P&G Everyday," 2015).

P&G Everyday also features Community pages aimed at four specific demographics of women that Procter & Gamble want to target. They are Empty Nesters, My Black is Beautiful, Orgullosa, and New Movers. Empty Nesters describe mothers whose children have already grown up and left home. That page features articles about staying active, eating healthy, making chores easier, and many activities and hobbies to do in spare time. My Black is Beautiful targets African-American women age 18-64 and includes articles that empower and inspire black women, and advertise hair and skin care products specific to those with darker skin tones. Orgullosa is a community page "by Latinas, for Latinas," aimed at women age 18-64. The name is a Spanish adjective to describe being proud, and the P&G Everyday page reflects that. The page focuses on Spanish or Mexican heritage, cultural influences, family interactions including meals, and a lot about partying. Lastly, the New Mover community targets young adults age 18-26 who are out on their own for the first time. These include college students in dorms or apartments, graduates, and new families in their first house. The page features articles related to decorating on the cheap, cleaning tips, and storage and space saving ideas. This last group is the one we observed during our ethnographic research ("P&G Everyday," 2015).

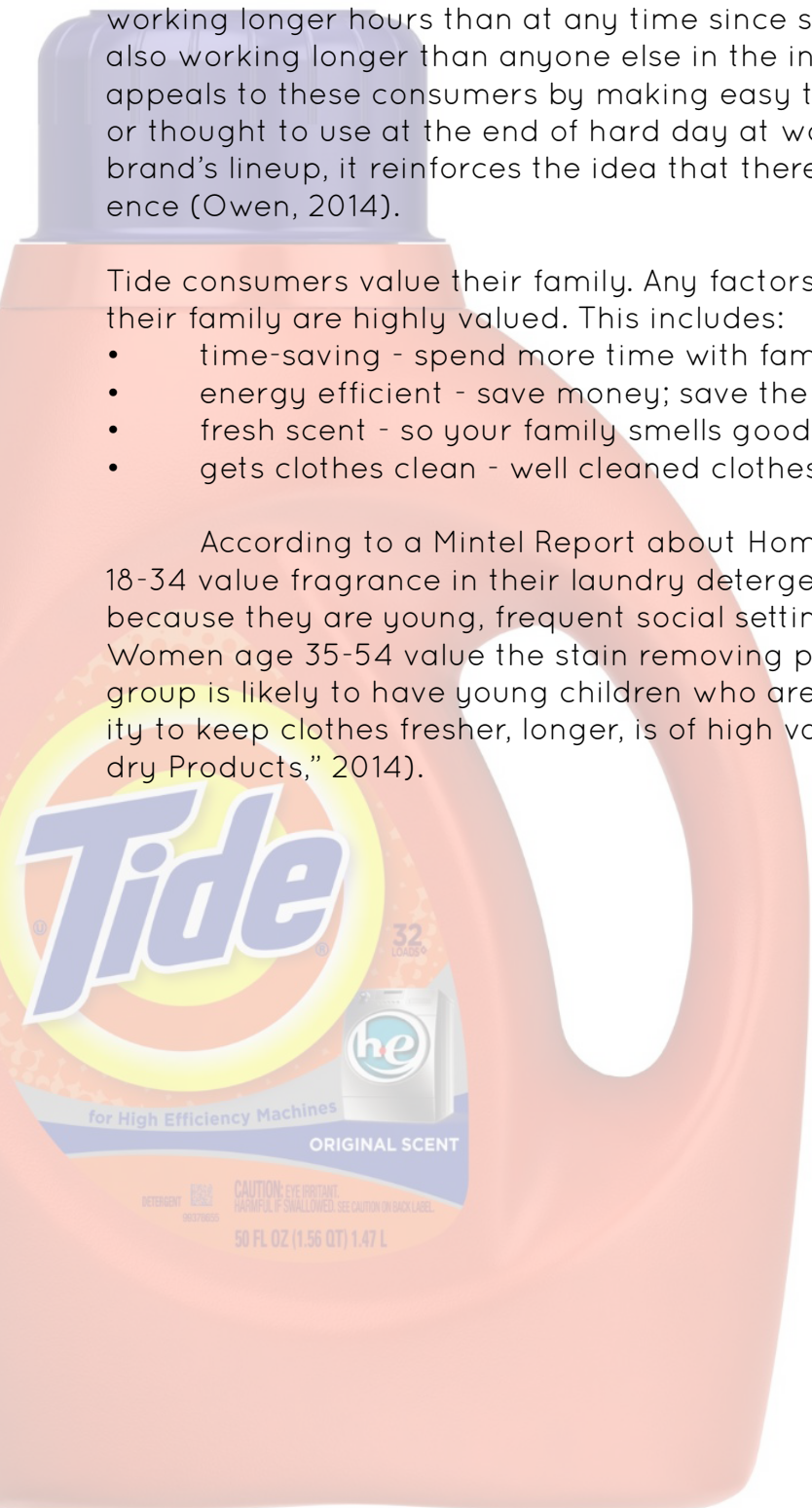
# target audience psychographics

The average Tide consumer leads a busy lifestyle. The articles on P&G Everyday reflect that with time-saving tips for cleaning, cooking, and organization. Even the Empty Nester target group is encouraged to stay busy with activities and hobbies (“P&G Everyday,” 2015). The length of the average American work day is increasing and consumers are finding less time to do laundry and other household chores. “Not only are Americans working longer hours than at any time since statistics have been kept, but now they are also working longer than anyone else in the industrialized world” (Schabner, 2014). Tide appeals to these consumers by making easy to use products that require little effort or thought to use at the end of hard day at work. By also having many products in the brand’s lineup, it reinforces the idea that there is a Tide product for every laundry preference (Owen, 2014).

Tide consumers value their family. Any factors that allow consumers to enjoy time with their family are highly valued. This includes:

- time-saving - spend more time with family, less time doing chores
- energy efficient - save money; save the planet kids are inheriting
- fresh scent - so your family smells good with you hug and snuggle them
- gets clothes clean - well cleaned clothes are a reflection of you and your family

According to a Mintel Report about Home Laundry Products in the US, women age 18-34 value fragrance in their laundry detergent above all other factors. This is perhaps because they are young, frequent social settings, or are dating and want to smell good. Women age 35-54 value the stain removing power the most, maybe because this age group is likely to have young children who are more likely to stain their clothes. The ability to keep clothes fresher, longer, is of high value to all female age groups (“Home Laundry Products,” 2014).



# features + benefits

## Tide Detergent

### Procter & Gamble

Tide's parent company produces many other well-known, reliable products ("PG.com", 2015)

### cuts down on waste

Tide High Efficiency (HE) Detergent is made just for HE washing machines, designed to save electricity and water usage. Tide Pods are designed for HE washing machines ("Tide.com," 2015).

### doesn't dull clothes' colors

Tide products are loaded with color protecting ingredients to help keep clothes looking bright. ("Tide.com," 2015)

### fully dissolves throughout wash cycle

"Dissolves quickly in hot & cold" ("Tide.com," 2015).

### works on a variety of garments

The Tide brand has specific products for brights, whites, towels, etc. ("Tide.com," 2015).

### different detergent types

Tide produces four types of detergent: liquid, powder, pods, and stain remover ("Tide.com," 2015).

### different scents available

Many floral, earthy, and clean scents are available. Some are infused with Febreze or Downy scents. There is also an option for scent-free ("Tide.com," 2015).

### easy to use

Simple instructions are located on every bottle. With Tide Pods, the consumer's detergent is even pre-measured ("Tide.com," 2015).





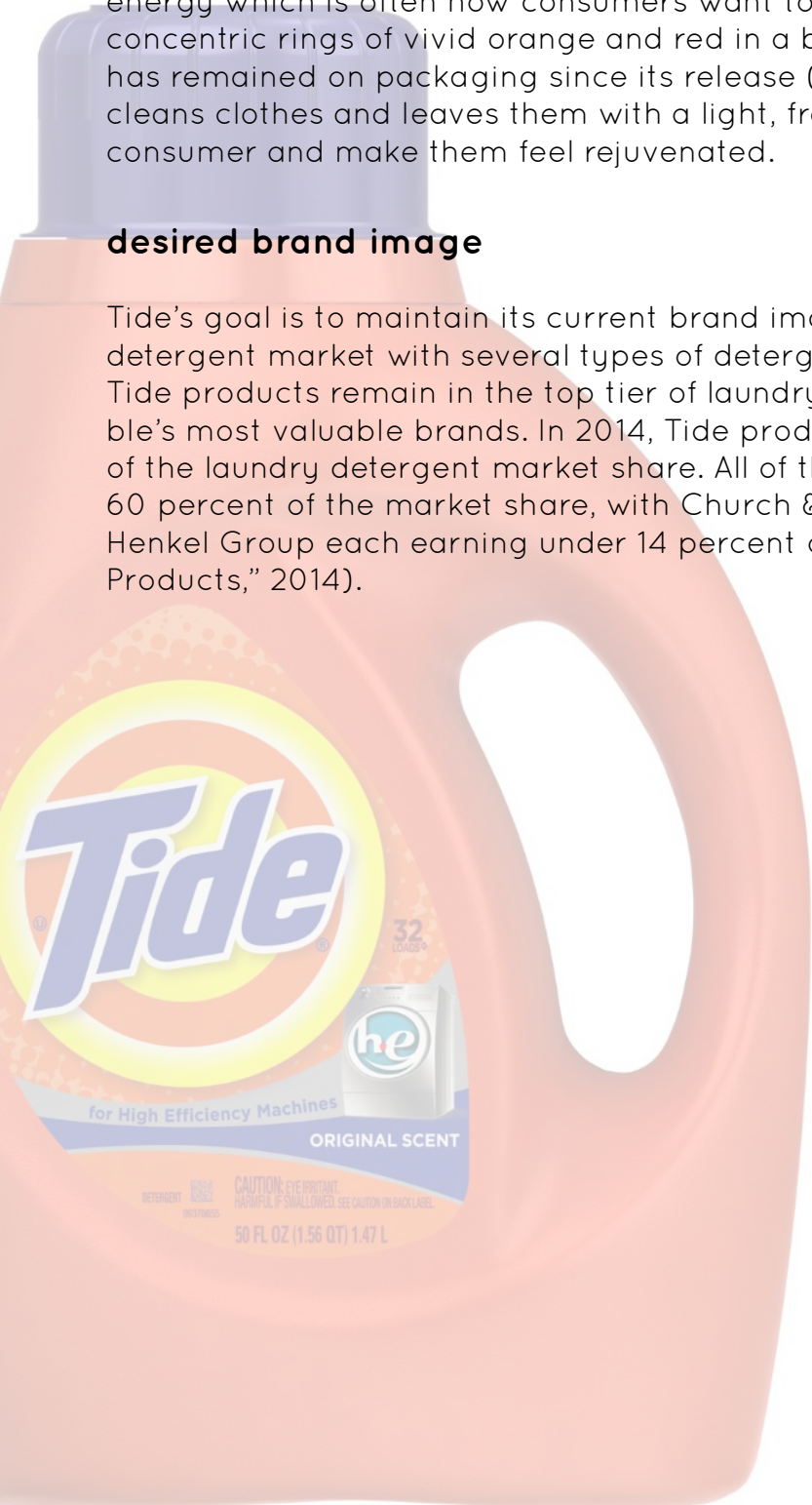
# brand image

## current brand image

The Tide brand is rejuvenating to customers. The product packaging is bright and full of energy which is often how consumers want to feel. Tide's iconic design of concentric rings of vivid orange and red in a bull's eye motif, with "Tide" in blue letters, has remained on packaging since its release ("Development of Tide," 2006). The product cleans clothes and leaves them with a light, fresh scent that will resonate with the consumer and make them feel rejuvenated.

## desired brand image

Tide's goal is to maintain its current brand image. It currently dominates the laundry detergent market with several types of detergent that appeal to different demographics. Tide products remain in the top tier of laundry detergents and are one of Procter & Gamble's most valuable brands. In 2014, Tide products alone accounted for nearly 39 percent of the laundry detergent market share. All of the Procter & Gamble brands accounted for 60 percent of the market share, with Church & Dwight Co., Sun Products Corp., and The Henkel Group each earning under 14 percent of the market share ("Home Laundry Products," 2014).





# competitors

P&G outsells its closest rival in each segment by at least **four to one** (Laundry Detergents, 2013).

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## Unilever

Unilever Logo. (n.d.). Wikimedia Commons. Retrieved online on 2015, April 28 from: [http://commons.wikimedia.org/wiki/File:Unilever\\_logo.png](http://commons.wikimedia.org/wiki/File:Unilever_logo.png)

Unilever's detergent, Surf, is sold in 6 countries around the world (Unilever.com, 2015). This competes with Tide which is only sold in America. Surf has been around since 1959 and has been expanding ever since its release.

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## **Kimberly-Clark**

Kimberly-Clark logo. (n.d.). Logo Kid. Retrieved online on 2015, April 28 from: <http://logo-kid.com/>

Although Kimberly-Clark does not sell detergent, they are still financial competitors of P&G. Kimberly-Clark has only 5 brands versus P&G's 23 but they each make the same \$1 billion per year in sales (P&G vs. Kimberly-Clark, 2014). Additionally, Kimberly-Clark's shares are rising at nearly double the rate of P&G's.

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## Johnson & Johnson

Johnson & Johnson Logo. (n.d.). Wikimedia Commons. Retrieved online on 2015, April 28 from: <http://commons.wikimedia.org/wiki/File:JohnsonandJohnsonLogo.png>

Johnson & Johnson seems to be the closest competitor to P&G. Both companies' shares are rising at about 20% per year and don't seem to be slowing down (P&G vs. Johnson & Johnson, 2014). This shows their clients' loyalty throughout the years as well as a build in their audience.

# strategic message

Tide wants consumers to know that doing laundry does not have to be a chore. There are a wide array of Tide products to fit every laundry preference. Yet, if those needs are not met, Tide will see it as just another opportunity for innovation.

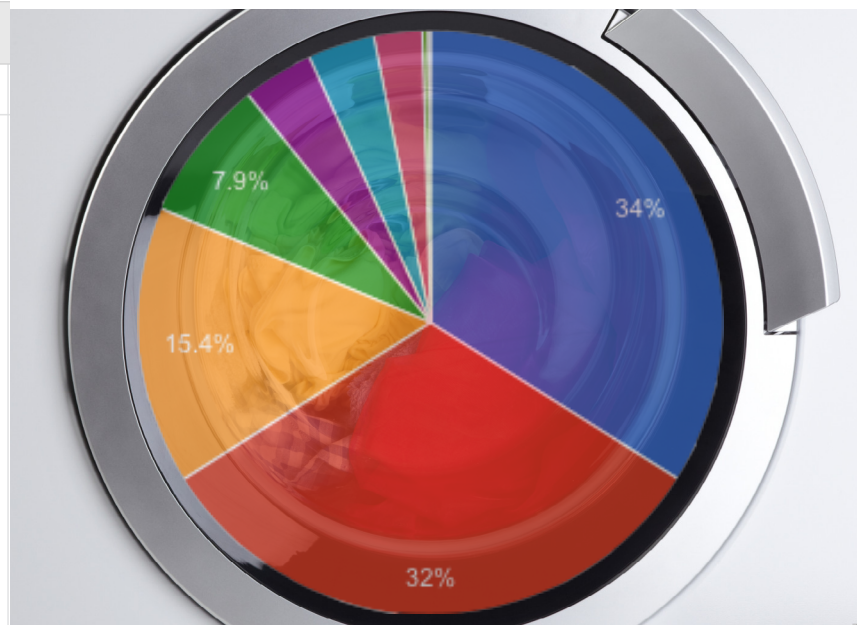
# advertising goal

Tide’s primary advertising goal is to increase consumer diversity by appealing to different demographic groups while retaining its loyal customer base of young mothers. Through the “My Tide” campaign, individual consumers can form their own relationship with the brand by choosing the Tide product that best suits his or her needs. Different spots feature the benefits of different products, with Tide’s superior performance versus the alternative serving as the common thread that runs through the whole campaign. “My Tide” also moves beyond the category’s traditional mom-does-the-laundry-for-dad-and-the-kids perspective to reflect growing diversity in household composition and increasing gender equality in the laundry room. Included in the campaign are spots featuring stay-at-home dads, young couples who share laundry responsibility equally, empty-nesters, parents whose adult children have returned to live at home, and others (“Laundry Detergents,” 2013). These spots are primarily run on cable and network television, with some exposure in magazines and digital.

## Tide - MEDIA SPEND BY CATEGORY

CATEGORY	2014	2013	%GROWTH
Cable TV	\$48,237,229	\$36,620,410	31.72%
Span Lang Net TV	45,496,700	28,326,500	60.62%
Network TV	21,838,800	27,951,000	-21.87%
Magazines	11,183,741	7,196,464	55.41%
Syndication	5,586,650	5,104,545	9.44%
US Internet - Display	5,256,504	16,883,636	-68.87%
Spot TV	3,792,649	1,524,596	148.76%
US Internet - Search	419,929	321,711	30.53%
Hispanic Magazines	136,714	330,514	-58.64%
B-to-B Magazines	59,847	50,179	19.27%

(Only Top Ten Categories Listed)



Media Spend Graph (2015, April 9). Redbooks. Retrieved online on 2015 April 10 from: [http://www.redbooks.com/advertiser/PROCTER\\_AND\\_GAMBLE\\_COMPANY/](http://www.redbooks.com/advertiser/PROCTER_AND_GAMBLE_COMPANY/)

Quiet Loud Washing Machine. (n.d.). Huffington Post. Retrieved 2015, April 15 from: <http://i.huffpost.com/gen/1030740/images/o-QUIET-LOUD-WASHING-MACHINE-facebook.jpg>

# ethnographic research

Research revealed that Tide's primary target market includes people ages 18-54, but for our primary research ethnography, we only observed college-aged people. While there were slight variations in college students' methods of using this product, our observations seemed to be a good representation of how the whole target market would use the product.

Before observing others, we used the product ourselves. We both already used Tide detergent, although we use different variations. Ceci uses liquid detergent while Kelly uses Tide Pods. While the products look slightly different, they function in the same way and produce the same results. The instructions for each type of detergent are simple and easy to follow. We both agree that the container the liquid detergent comes in is strikingly heavy and hard to maneuver. To solve this, Kelly simply switched to Tide Pods, which are small and very lightweight. Ceci found a Tide liquid detergent container with a spigot dispenser and mounted it on top of her washing machine to eliminate the need to pick up the heavy container. To insure that detergent is mixed thoroughly throughout the wash cycle, we both put our detergent in the bottom of the washer.

We then reached out to fellow college students and inquired as to which detergent they use to clean their clothes. Of the ones who use Tide, we requested permission to observe them using the product in their normal routine. We observed four members of Kelly's sorority, Ceci's boyfriend and another close friend in their use of Tide products. All of the participants were college-aged people ranging from 18 to 24 years of age and only two of the six observed were male. Our observations occurred over a weekend even though our participants reported having variable laundry schedules, often late at night. Every participant lives away from his or her parents and is therefore able to make his or her own decisions. Through interviewing all of them, though, we found that they are still influenced by their parents' purchasing habits from when they lived at home. We asked every participant if they use the brand because their parents do and got a unanimous "yes." Some participants have tried other brands but keep coming back to Tide because of the price and its original scent. Most participants also commented that they like to use Tide because it's convenient for people with a busy schedule like college students. A majority of our users said that Tide detergent has been a part of their laundry routine for quite some time.

While they demonstrated the product for us, they appeared nonchalant and handled the product expertly. These same participants also reported being happy and satisfied with how fresh their clothes smell after using the product. So while their happiness was not obvious while they were using the product, the results that stem from the product do make them happy. Nothing out of the ordinary is required to use the product. For the liquid detergent, a measurement cup is provided as the lid to the container and the Pods are pre-measured. Aside from detergent, simply a washing machine, a water supply and typically, a laundry basket were also involved in the process.

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# ethnographic research continued

In every observation, the product was used in a separate room dedicated to laundry. All of the participants had a washing machine inside their homes and for five of the six participants, it was located in the basement, while one person had it in his bathroom. The typical routine involved moving the laundry to the machines, often inside a laundry basket. One person had to take an extra lap around his apartment to pick up spare socks and shirts that did not make it inside the laundry basket. The participants then proceeded to put the detergent and their clothes inside the washing machine. The order that these were added varied. Most participants added all of their clothes to the machine with little discretion. Jeans and delicates were sometimes set aside for a separate load, but those who did this admitted that they had washed them all together before. The machine was then closed and started by turning a dial or pushing a button on the face of the washing machine, then left alone. The entire process usually took about an hour, with 30 to 50 of those minutes as part of the wash time. Collecting clothes and transporting them to the laundry machines took between five and ten minutes and the interaction with the Tide product was less than a minute.

We found, through observation, that there is not much variation in use of detergent. Each participant puts the detergent in and starts the washer without much thought. Some put the detergent on the bottom and some on the top but in the end it gets the clothes clean no matter the placement. In the sorority, each user keeps their detergent in their bedroom. We found that this was atypical based on our other observations where the users kept the detergent in their laundry room. When asked why the sorority girls keep the detergent in their rooms, they all said it was to keep it separate from everyone else's laundry detergent, but would keep it with their washing machine if they lived with less people. Aside from our aforementioned variations, all participants use the product for the same purpose.

From our observations, we discovered that there was a strong parental influence on college students' detergent choices. Every participant admitted to having a parent that used the product at home which were unexpected odds, to us. They were motivated to use this product because it is easy to use and is a well-known brand that they have been taught to trust. Over half of the participants complained that the liquid detergent was hard to use because of its weight, and had considered other products because of this fault. This negative aspect of the product is remedied through use of Tide Pods or the easy dispensing spigot. Although their parents tended to be the reason they used Tide in the first place, the scent and convenience encouraged them to buy the product again. In conclusion, the product was widely used in typical fashions and all users seemed satisfied with its results.



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