

## ARIEL 'Dads #ShareTheLoad'

### SUMMARY

Sequels are notoriously difficult; be it movies or brand campaigns. They fail when the original premise is rehashed without building the overall narrative.

In 2015, Ariel, a premium detergent brand in India brought the issue of gender inequality into public consciousness with a provocative question "Is laundry only a woman's job?" The #ShareTheLoad campaign generated immense positive attention for the brand, growing Ariel Matic's sales by 106%.

In the 2016 sequel (the focus of this case): 'Dads #ShareTheLoad' exposed how the burden of housework on women is passed down generations; taking audiences further into the heart of the issue of gender inequality to start solving the problem.

Inspiring content, supported by unexplored media (calendars, childrens' comic-books and packaging) inspired over 2 million men to share the load of laundry. The campaign smashed all previous engagement norms leading to a 111% increase in sales of Ariel Matic Vs. 2015's 106%.

### THE BACKGROUND

India has always been a strongly patriarchal society, and brands have typically reinforced gender stereotypes down the years. As Indian society has opened up in recent years, many brands (e.g.: Nike) have started to reflect the "new" urban Indian woman; a more confident, accomplished woman boldly achieving her dreams in a male dominated society. Even so, the sacred cows persist, notably the cultural norms that exist inside Indian homes that make it the duty of every woman to be the housekeeper. Few brands had yet dared to challenge these norms, and liberate women from the yoke of household responsibility.

## THE STRATEGIC CHALLENGE

In 2015, Ariel raised the issue of gender inequality with a provocative question “Is laundry only a woman’s job?” The #ShareTheLoad campaign generated immense positive attention for the brand, growing Ariel Matic’s sales by 106%. (Source: Client data)

Fast-forward to 2016. The surrounding hubbub of #ShareTheLoad (Part 1) was subsiding, and with that Ariel’s saliency and sales.

The question from our client was inevitable – what next? The objectives equally inevitable – we needed to exceed the success of 2015.

It is not easy emulating an original success with a sequel, but we had a body of work to learn from, from movies to music-albums to brand campaigns. We applied learnings to inform the challenges we had to address across our 3-stage communications model.

**1. FAME: Generate maximum publicity by evolving the debate about gender inequality at home.**

Sequels fail when they just rehash the original premise without developing the core narrative. Having raised the issue of gender inequality we now needed to develop a point-of-view that investigated its core nature: as a nation, how did we get here? And where can we go from here?

**2. ENGAGEMENT: Maximise influencer and consumer engagement by making the issue more relevant and personal.**

Sequels work when they offer resolution to previous dilemmas. We had raised a provocative question around the issue of gender inequality at home. We now needed to offer hope and a path forward for men across the country to share the load.

**3. SALES: Convert the attention and goodwill generated to trial and sales of Ariel Matic.**

Marketing sequels work when they offer real solutions. In analysing brands as social change agents, we found the greatest success factor was the ability of product/service to offer genuine solutions to the social-issue in question. Ariel Matic was effective and convenient; we needed to evolve the product experience so men could find it easier to share the load.

## THE OBJECTIVES

To achieve our audacious goal– to exceed the expectations and success of 2015– we developed a non-traditional post-advertising model that clearly organized challenges, tasks, media and objectives.

Bottom line – we set out to beat our records and success achieved in 2015:

- Grow sales by >106%.
- Generate > USD10 million of earned publicity.
- Create a highly viewed online film that would get >7 million views.

Marketing Objective	Top-Of-Mind Awareness	Engagement	Trial and Sales
<b>Comms Challenge</b>	Generate maximum publicity for Ariel by evolving the debate about gender inequality in the home.	Maximise influencer and consumer engagement by making the issue of gender inequality in the home more relevant and personal.	Convert the attention and goodwill generated to trial and sales of Ariel Matic.
<b>Media Strategy</b>	Online film, amplified through national and local media channels.	Online film and social media activation.	Product packaging and usage activation.
<b>Obj 1</b>	Unaided brand awareness <ul style="list-style-type: none"> <li>• Exceed Ariel’s 2015 score of +34%.</li> </ul>	YouTube views and social media engagement <ul style="list-style-type: none"> <li>• Exceed Ariel’s 2015 - 7 million views</li> </ul>	Core brand imagery <ul style="list-style-type: none"> <li>• Exceed Ariel’s 2015 scores</li> </ul>
<b>Obj 2</b>	Earned media coverage <ul style="list-style-type: none"> <li>• Exceed Ariel’s 2015 score of USD 10 million.</li> </ul>	Pledges <ul style="list-style-type: none"> <li>• Exceed Ariel’s 2015 results of 1.6 million</li> </ul>	Sales <ul style="list-style-type: none"> <li>• Exceed Ariel’s 2015 record sales increase of +106%</li> </ul>

## THE STRATEGIC THINKING

We needed to provide guidance to the country to help start solving the issue of gender inequality at home and in doing so extend Ariel's leadership position.

We knew **the cultural stain of gender inequality at home is deep rooted and laundry was the symbol of this**. But as we leaned further into the issue, we discovered more.

**Gender inequality was passed down from Dads to their children.** Our survey revealed that 73% of children asked their mothers to do the laundry (Source: Study commissioned by Ariel). We realised that Dads' refusal to help within the home was the root cause of this gender inequality; a behaviour that children saw and learnt to emulate as they grew up.

**While Dads were the source of the problem, they could be the start of the solution.** Dads are the patriarchal cornerstone of Indian families, and the living example of gender inequality. But if we could use them as an agent of change and take more action, this would act as a "circuit-breaker" for families and Indian society as a whole.

## THE IDEA

**'Dads #ShareTheLoad'** – a social movement to inspire and empower Dads, the figure head of Indian patriarchy, to share the load of laundry with their wives and start removing the cultural stain of gender inequality at home.

## THE SOCIAL MOVEMENT – DADS #ShareTheLoad

Here, against our communication model, we developed the following assets and activities.

### 1. **Generate maximum publicity for Ariel by evolving the debate about gender inequality at home.**

In India, film is the most effective way to make a statement to grab the attention of the media and social-influencers. So we kick-started the movement with a poignant film that played online, in cinemas and on national-television. The film showed one Dad's journey of realization and regret for his and other Dads' inaction at stopping the cycle of gender inequality at home that affects his daughter. It also showed him take steps to rectify his inaction by starting with sharing the load of laundry.



## 2. Maximise engagement by making the issue more relevant and personal.

We created new and surprising ways for families to discuss the issue and nudge Dads.

- Working with India's most popular calendar— Kalnirnay- we developed calendars where the dates split laundry task equally between Dads and Moms.
- We turned the humble laundry clip into personal reminder for Dads, taking our message deep inside homes.
- We partnered with Tinkle— one of the most influential children's comic books— and created stories of how Tinkle's favourite characters share the load.





### 3. Convert the attention and goodwill generated to trial and sales of Ariel Matic.

We made a key change to the packaging and launched the Ariel Matic 'Odd Even' pack; a pack with unique calendar that helped divide laundry between Dads and Moms equally creating an in-home experience that enabled Dads to start sharing the load.



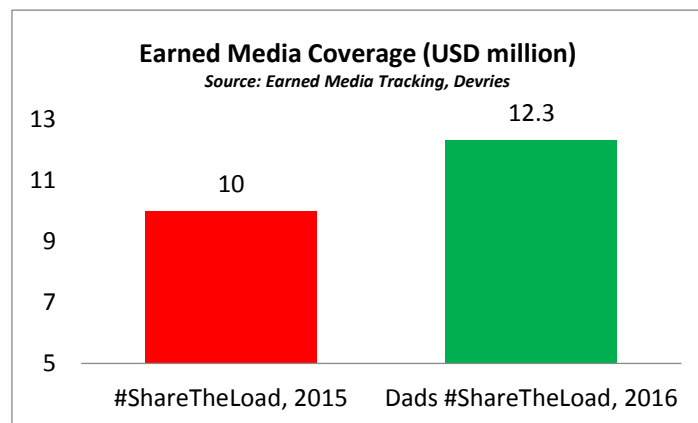
## THE RESULTS

**Note: This section is not for publishing.**

### 1. Generate maximum publicity for Ariel

In 2016, 'Dads #ShareTheLoad' achieved **USD12.3 million** in free “earned-media” coverage across leading local and international news-channels, radio stations and publications with over 2.6 billion earned-media impressions.

Over 2776 commentators and influencers like Irfan Khan, Lara Dutta, Gul Panag, and gender equality advocates like Sheryl Sandberg and Melinda Gates helped spread the message.



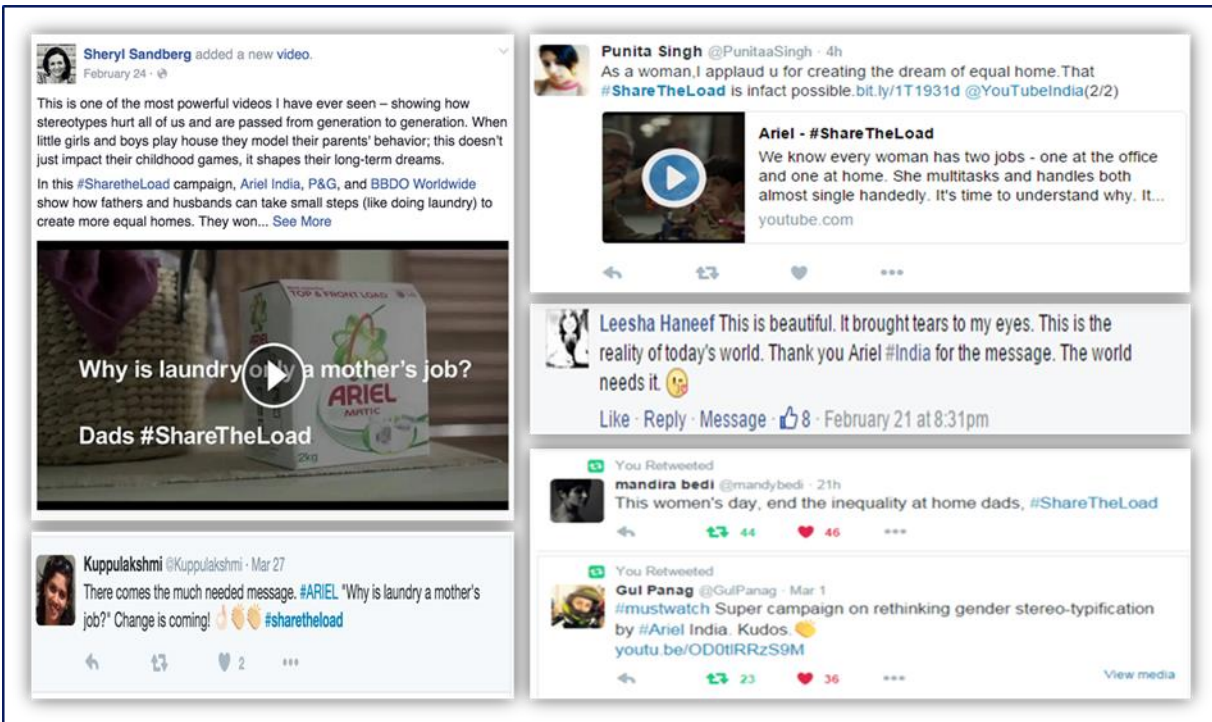
*(Source: Earned Media Tracking, Devries)*

As a result, with the same budget as 2015, 'Dads #ShareTheLoad' **achieved a 42% increase in unaided brand awareness** in 2016, beating the 34% increase benchmark from 2015.



## 2. Maximise influencer and consumer engagement

Our film was relevant, poignant, inspiring and highly shared. We achieved **the highest ever engagement rate achieved by any homecare brand across the Asia Pac region on Facebook.** (Source: Facebook Analytics).



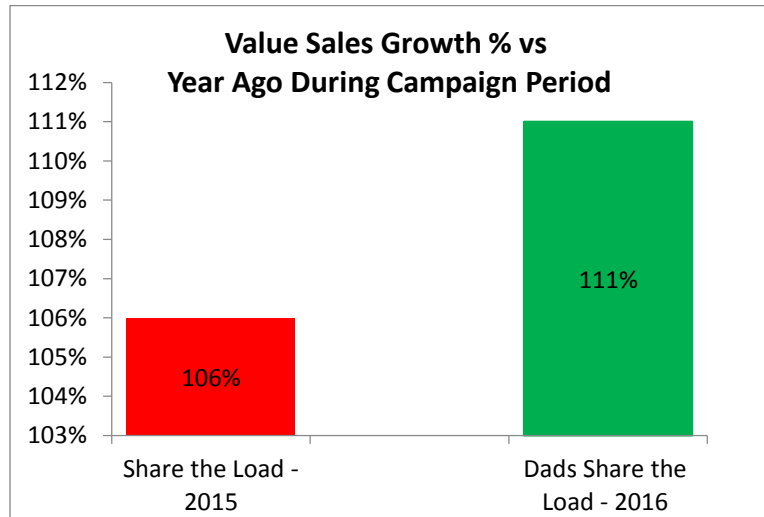
*(Examples of engagement Dads #ShareTheLoad campaign generated)*

This led to more than **65 million views** across YouTube and Facebook, completely smashing our 2015 target. Our film was the **13th most viral ad globally of 2016** according to an AdWeek-Unruly study, beating work by brands like Doritos, Nike and John Lewis in far more engaging categories.

The campaign inspired **over 2.1 million Dads to come forth and pledge to 'Share The Load'**. This exceeded our benchmark of 1.6 million set in 2015 by >30%.

### 3. Convert to sales

During 'Dads #ShareTheLoad' Ariel Matic achieved an unprecedented value sales growth of 111%, beating the target of 106% set in 2015.



(Source: IMRB HH Panel data, 2014-2016)

We increased key equity parameters 'Deep Down Cleaning', 'Better Stain Removal' and 'Good for Washing Machines' by 190%, 177% and 173% respectively. (Source: Brand Equity Track)

### CONCLUSION:

In its effectiveness to drive positive change in society and drive significant business impact, Ariel's 'Dads #ShareTheLoad' has won 48 global, regional and local awards including the Gold Glass Lion at Cannes 2016, 5 Golds at Spikes Asia and a Gold each at APAC and India Effie.

As Rolling Stone says – A great first album is like love at first sight. But a great second album is like an amazing second date, the ones when you really get to know each other. Thanks to an amazing Dad who chose to see the error of his ways and start sharing the load, people really got to know Ariel as the leader in laundry.