



SC JOHNSON PEST CONTROL  
PROJECT: BEDTIME ANGST

# EXECUTIVE SUMMARY

We achieved global success by switching from classic product-based marketing to an approach rooted in human insight.

SC Johnson, the world’s leader in pest control with brands such as RAID, BAYGON and ALL OUT, had traditionally won by marketing product innovation. However, aggressive competition and the ability to “fast follow” made it increasingly untenable to win solely on product news. We needed to elevate to a meaningful consumer benefit based on global insight.

We helped our client conduct global quantitative research to find a relevant claim for a new line-up of liquid electric mosquito protectors—products that continuously diffuse a small but steady stream of mosquito protection into a room, making them ideal for use at night. Springing from those findings, we led global qualitative research to find a universal truth.

In the end we heard that people worldwide find mosquitoes to be smart; that their buzz can drive you mad; and that they feel especially vulnerable as they sleep. Hence our universal insight:  
***Crafty bedtime mosquitoes create a deep and pervasive anxiety at a critical and vulnerable time in my day.***

Work stayed true to the insight. It broke through. And it generated strong business results.



## SC JOHNSON PEST CONTROL: PROJECT BEDTIME ANGST

This is a story of achieving global advertising success by switching from classic product-based marketing to an approach rooted in real human insight.



## THE BUSINESS PROBLEM

Mosquitoes are among the most dangerous and problematic animals on earth. They spread diseases and cause problems for billions. In some parts of the world, a bite could be fatal. And even if it's not deadly, a mosquito buzzing around at night makes people nervous and causes them to lose precious sleep. People want "safe as possible" ways to eliminate the threat.

Increasingly, families have chosen liquid electric mosquito protectors. These products, which resemble plug-in air fresheners, work by vaporizing liquid insecticide and diffusing a small but steady stream of mosquito protection throughout a room. This odorless product is perceived to be safer and more pleasant to use than traditional products such as smoky mosquito coils or harsh-smelling aerosols. They were also particularly useful during the critical sleeping hours since they provided continuous protection without the need for any human interaction. As such, this segment had been growing steadily for a decade in a relatively flat global category.

It was critical for SC Johnson, makers of the world's largest pest control brands, to win in this Liquid Electric (LE) segment. After all, if people were going to shift away from aerosols and coils—products that account for a huge portion of SC Johnson sales—we wanted them to stay with our brand. This was made more difficult due to increased competition—other companies entered the market with solid LE product offerings and backed them with large advertising spends, aggressive product claims and strong trade marketing.



# THE NEED TO CHANGE OUR MARKETING APPROACH

SC Johnson had successfully built its pest control brands throughout the world by offering well-made, efficacious, innovative products. These new innovations traditionally received the bulk of the advertising support. Annual campaigns would largely consist of TV commercials that followed a tried and true approach: cartoon bugs would wreak havoc on a household, get zapped by an innovative new product which would then be explained by a classic product demo. This worked for decades across the brands throughout the world (which differs from market to market but includes RAID, BAYGON and ALL OUT).

Unfortunately, when the competition stepped up their innovation game, it became difficult for SC Johnson to remain the undisputed market innovator. As well, strong local players could “fast follow”, rendering any product advantage temporary and making it increasingly untenable to win based solely on news.

This came to a head after SC Johnson redesigned their lineup of liquid electric mosquito protectors in 2013. The new units were slimmer and less intrusive in the home. Unfortunately, research showed that the new design was not in and of itself newsworthy enough to trigger a purchase.

We needed a new way.



*Classic, product-based SC Johnson pest control TV advertising. Animated bugs attack, a new product innovation—complete with product demo—saves the day.*

## FINDING A WORLDWIDE SOLUTION

We started our journey like we always had—from the product.

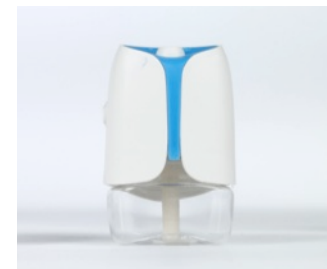
We helped our client generate a long list of legally approved claims that could serve as the foundational functional benefit of our liquid electric product offering.

Some claims were specific to a particular product, while others were applicable to SC Johnson’s full range of liquid electric products.

Armed with 40+ claims, we culled down to 25 and quantitatively tested them using a classic claims sort. This was done in three different markets around the planet in order to get to a truly global answer.

That research yielded three claims that showed “high potential” in all three markets. One in particular stood out due to its applicability across the product line and significantly strong standing in all three markets:

*Raid Liquid Electric protects you from mosquitoes that are hiding out of sight.*



*The new SC Johnson liquid electric line-up included a base model, an adjustable model, and an advanced model with features that included a timer. But we wanted a claim that could span the product line and travel the world.*

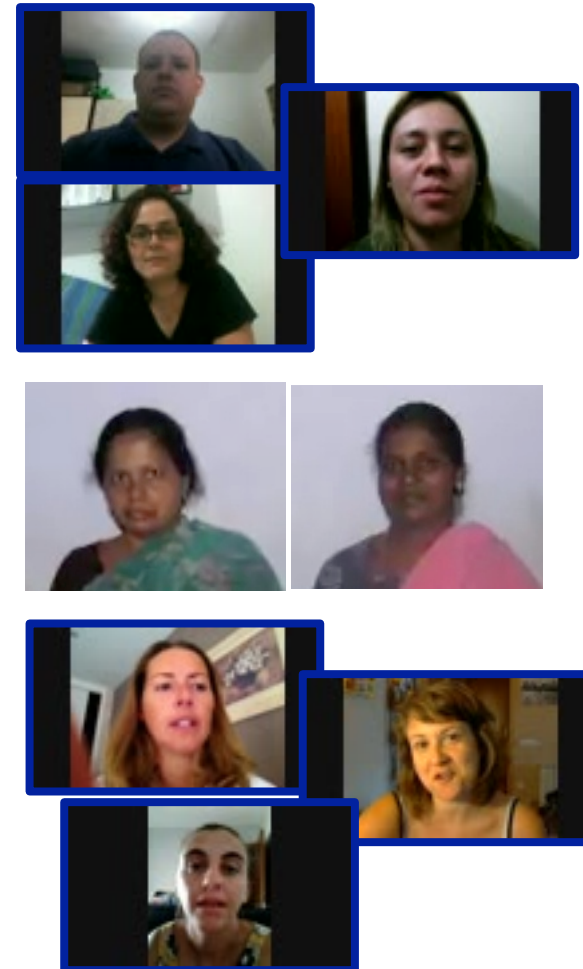
## MOVING FROM PRODUCT CLAIM TO CONSUMER INSIGHT

In the past, once we were armed with a meaningful functional claim, the consumer research would have stopped.

But we sought a true human insight to drive the campaign.

As such, despite being pressed for time, we traveled the world to find one.

The global agency planners worked with our agency network to quickly set up qualitative research in Buenos Aires (representing high-volume Latin American markets), suburban Paris (representing developed markets), and Mumbai (representing emerging markets). We developed a purposefully fluid discussion guide designed to get people to share their stories and talk about their experiences with bedtime bugs. We traveled to France and Argentina and set up a Facetime link with India (in the wee hours of our morning) to have direct influence on the flow of the discussion.



*Armed with a rational claim, we conducted qualitative research in France, India and Argentina to help us arrive at a global insight*

## ARRIVING AT A UNIVERSAL INSIGHT

We knew the functional claim of “hidden mosquitoes” was powerful, but weren’t certain as to why. This qualitative research gave us some clues:

*“The hidden ones are the most dangerous ones, because you cannot slap yourself and kill them.”—Argentine respondent*

*“I’ve done everything right. And one somehow hides and then bites my kid.”—Indian respondent*

*“We can react and fight when we’re up. But when we lay down, we are potential victims.”—French respondent*

In other words, the hiding bugs are the scariest bugs because they play into people’s sense of vulnerability at night. This was true in all markets.

Further probing helped us learn that this feeling of being vulnerable was amplified by two other universal consumer beliefs:

1. Mosquitoes are seen to be nefarious adversaries who plot to get their victims. These attributed “smarts” make them a scarier enemy:

*“They work as a team. One distracts you while the other gets to work. One covers for his buddy.”*

*“They go in corners where it’s a little darker and they hide until I believe they are no longer there before attacking.”*

*“They have a strategy.”*

2. The sound of the bug buzzing around causes significant torment:

*“Hearing the buzzing noise as they get closer is enough to make you crazy!”*

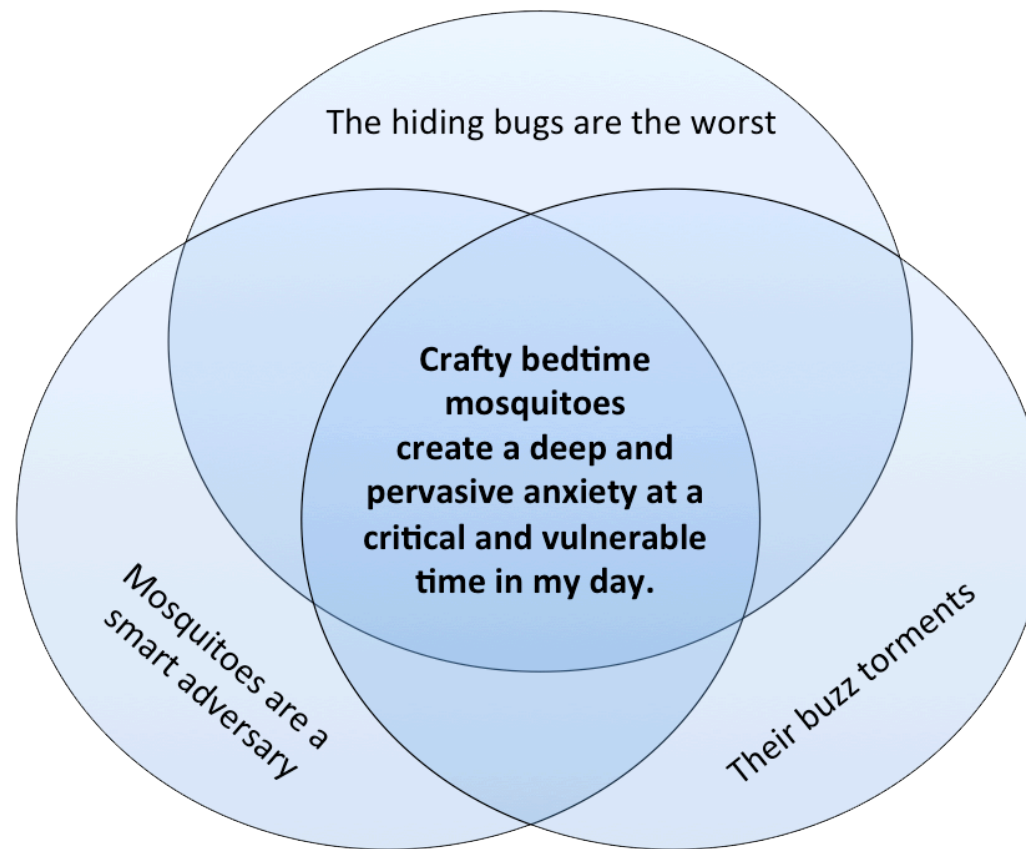
*“The minute I hear their sound when I go to bed, I can’t sleep. It drives me insane.”*

*“You’re on the edge of your seat, assuming something is about to happen, but you don’t know what.”*

## THE DRIVING INSIGHT

The aforementioned findings led us to a universal human insight:

***Crafty bedtime mosquitoes create a deep and pervasive anxiety at a critical and vulnerable time in my day.***



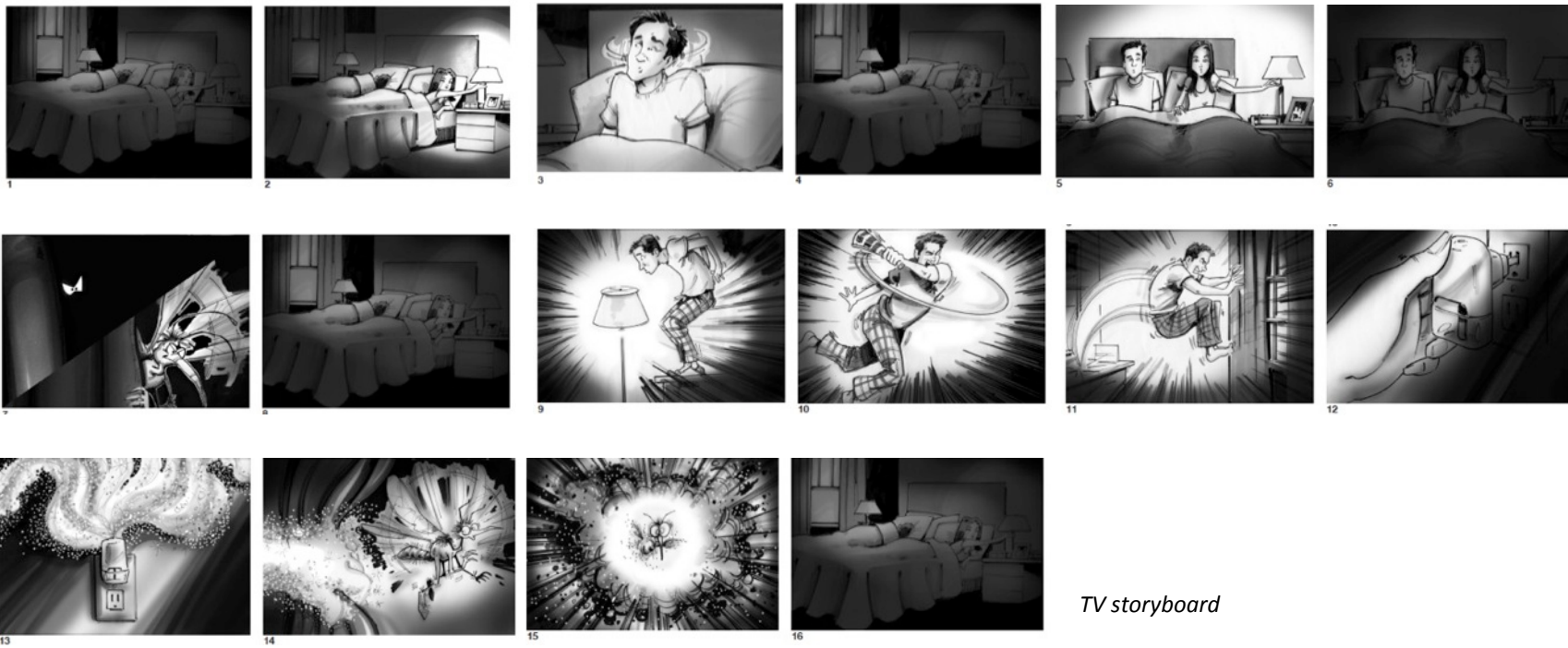
# BRINGING THE IDEA TO LIFE: MASS ADVERTISING

Given the relatively low online penetration in many of the key markets, and the need for mass reach, we knew that TV and shopper were going to be the two main channels. Digital was used as a support medium.

Television creative featured a storyline that we heard from consumers in several markets during our insight exploratory trip—that of a mosquito playing “cat and mouse” with a sleeping couple, creating an angst-ridden evening that could have been avoided with an SC Johnson liquid electric mosquito protector. Said one of the Argentine respondents:

*“I check the room, get into bed, turn off the lights then hear the buzzing.*

*I turn on the lights, can’t find them, turn off the lights, and hear the buzzing. This repeats until I just give up.”*



TV storyboard

## BRINGING THE IDEA TO LIFE: SHOPPER

Shopper marketing materials played into the anxiety that's felt when under attack by an unseen enemy. It featured a menacing set of cartoon mosquito eyes in a dark background. This striking visual cut through in the cluttered retail environment.

We also made use of the visceral response that people have to the mosquito buzz and made several in-store pieces with a motion-activated audio buzz to drive attention.



*Lenticulars brought the idea of a hiding mosquito to the stores*



*Audial store danglers and end-of-aisle displays helped drive awareness.*

# BRINGING THE IDEA TO LIFE: DIGITAL

Paid digital extended the reach and drove people to a more product-focused microsite that allowed people to get more details about the products available in their market.

This “hard working” element of the campaign was needed given the large number of lower-income consumers who demand to learn more about a product before parting with their cash.

**PROVEN TO KILL EVEN HIDDEN MOSQUITOES.**

**See ad C3**

**NEW**

**Raid Liquid Electric Advanced**

**AUTOMATICALLY TURNS ON TO TAKE HIDDEN MOSQUITOES OFF YOUR MIND**

Our most intelligent Liquid Electric. All Out Liquid Electric Advanced is proven to kill mosquitoes – even the ones hiding in dark corners and behind curtains. With an automatic timer you can set your family's mosquito protection to turn on when they sleep, and off when they don't. While its adjustable intensity level gives your family the right protection for the severity of your mosquito problem, so you won't have a problem getting a peaceful night's sleep.

**Low Energy Consumption**

- Affordable everyday protection.
- Works all night while you relax.
- Available in refills of various durations.
- Discreet design blends with your home decor.
- Fragrances include Unscented, Citronella, and Eucalyptus.
- Uses 80% less energy than a 40-watt light bulb.\*

**WHAT LEVEL OF PROTECTION IS RIGHT FOR YOU?**

	Raid Liquid Electric	Raid Liquid Electric Adjustable	Raid Liquid Electric Advanced
Works all night	✓	✓	✓
No smoke or ash	✓	✓	✓
Discreet design	✓	✓	✓
Refills Available	✓	✓	✓
Multiple fragrances	✓	✓	✓
Low energy consumption	✓	✓	✓
Adjustable Intensity Control	✓	✓	✓
Automatic on/off	✓	✓	✓
3 time settings	✓	✓	✓

**WHERE MOSQUITOES COULD BE HIDING**

Lurking in the curtains. Creeping in behind curtains. Hiding in houseplants. Visiting behind the door. Buzzing under the bed.

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*Paid banners and search drove people to a microsite where they could learn more about the products.*

## CAMPAIGN RESULTS

The campaign ran in Brazil and Argentina during their summer November-to-March 2014-15 season. It is still running in India, Nigeria, the Philippines and Indonesia (markets that run pest control ads year round). And at the time of submission, it was running for a few months in Northern Hemisphere countries including China, Mexico, and some Eastern European countries.

Early results—particularly those from Southern Hemisphere countries that have used the campaign for a full bug season -- indicate that this campaign will be one of SC Johnson's most successful global campaigns for a liquid electric product.

- The television scored in the top 2% of all ads in pre-testing
- Post tracking showed that the campaign broke through 14 points above norm
- Spontaneous and top-of-mind awareness of the brand jumped 54% to 66% in Brazil
- The “behavioral funnel” (the move from Awareness to Relevance to Trial) improved at all levels

(source: *Ipsos*)

Not surprisingly, sales and share were up in the Southern Hemisphere, and show positive signs in countries in which the campaign is currently active.



## THE INSIGHT-DRIVEN APPROACH PAID OFF

We tapped into the power of universal human emotion and sold several million units of mosquito pest control worldwide without a classic “superiority” claim. And by doing so, we helped millions get a better night’s sleep.

