

JAY CHIAT AWARDS 2015





SUMMARY

THE CREATION OF A SERVICE TO RECHARGE CONNECTION WITH CONSUMERS, WHEN THE PRODUCT ENDS

Every brand wants to command loyalty and drive preference. But how to do that in a highly competitive market, especially one where consumer behavior is outright promiscuous?

This case tells the story of how haircare brand Seda managed to stay relevant to its consumers, by going beyond hair talk. Instead of competing for attention by launching new products, the brand looked where no competitor looked before: an empty shampoo bottle.

Breaking away from the category's product-oriented mindset, Seda offered a service that exchanged discarded packaging for cell-phone credits – an expensive and desired item for young Brazilian women. At the same time, the brand helped women get involved with a valued theme to them: sustainability.

With the launch of Seda Recharge Station, the brand gained competitive advantage by bonding with consumers, moments before they were even thinking of buying new shampoos. In addition, Seda gained market share and sustained its leadership by proving itself relevant not only to consumer's hair, but in their lives.

(wordcount: 178)





CONTEXT

HAIRCARE CATEGORY. EVERYTHING BUT SMOOTH.

Personal appearance is a big deal for Brazilians.

The country has the 3rd largest personal care, hygiene and cosmetics industry in the world, and is solely responsible for 9.4% of global consumption¹.

Competition is tough and the Unilever market leader, **Seda, was feeling the pressure.**

Despite being a beloved brand, with a 40 year-tradition, it was losing some share every year and struggling to maintain high sales levels.

TARGET

CONQUERING STATUS, SHELF BY SHELF.

The intense competition mirrored **Brazil's new economic scenario.** With more money in their pockets, Brazilians started to unveil a new world of product consumption possibilities.

Women were eager to consume. Technology, formulas, design. Anything new would attract the target and drive experimentation.

Consumer behavior was increasingly promiscuous in most consumer goods categories.

To remain a major player, Seda was focusing on product innovation and communication campaigns that seduced the target with their new launches.

The problem was everyone else was doing the same.



COMPETITIVE LANDSCAPE

TRYING TO DIFFERENTIATE, THEY BECAME THE SAME

Aware of the target's desire for the new, the whole haircare category was on an innovation run to launch shampoo formulas.

Brands that managed to release and communicate a fresh new technology or ingredient first, were temporarily rewarded with consumer preference.

It was both a business pattern, and a communication one. Campaigns followed a problem-solution, product-oriented message: a hair strand issue, solved by an amazing component with some sort of emotional benefit to wrap up.

Visuals, tones, demos - all trying to be unique, but following the exact same codes. In the end, the differences were all invisible to the consumer.

It became a matter of who screamed louder, with the largest budget.



Caption: example of POS, in which shampoos are hard to differentiate.

THE PROBLEM

THE PREMIUM TASTE

Local behavior in the hair category tangled things up further for Seda.

Brazilian women believe that a shampoo stops being effective over time. They rarely buy the same shampoo after it ends, rotating it with a few others. Completing the 'rotation', they buy the first shampoo in the cycle.

With increasing options and the desire to try new brands, the cycle to re-use Seda started taking longer.

Sometimes, it was broken: as Seda is a popular brand and women were trying premium options, with more advanced formulas and ingredients.

Adding value to Seda shampoo bottles was getting tougher.



FIRST INGREDIENTS

LET'S SEE WHAT WE HAVE HERE

To fight fierce competition, Unilever decided to launch Seda Natural Recharge, a range of shampoos with natural ingredients that gently strengthens strands. The goal was clear: increase Seda's market share and relevance.

Brazil's campaign was to be based on a global concept: while contact with nature recharges energy, the ingredients in Seda recharges hair. A 360o campaign was planned to launch the product on TV, print, digital and social media.

However, we realized that despite calling attention to the product with the category launch, there was a risk Seda would be tangled up with other products released over the same period.

We believed this wouldn't be enough to keep Seda in consumers' heads.

So we decided to listen closer to their thoughts.





THE STUDY

FOLLOWING THE CIRCLE OF NATURE

We designed a qualitative research, with consumer focus groups, to understand the affordances Seda Natural Recharge could offer the brand.

We were surprised with what we learned.

We expected to discuss functional hair issues like strength, shine and emotional topics like confidence and beauty. But when stimulating the target to talk about their relation with natural ingredients, something else sprung up in conversation.

While discussing the gentleness of natural ingredients for the hair, conversation shifted to a different direction: how aggressive people are to nature.

The environment gives us so much, and we just don't give anything back. How long will we keep producing endless trash with packages? This was one of the topics discussed that went beyond hair concerns.

In fact, we confirmed that 90% of the target worries about environmental issues and is keen on protecting nature². It's a growing preoccupation: Brazilian interest in sustainability rose 57% in two years³.

While our first concern was nature inside the shampoo bottle, our target had a broader perspective.

We realized that nature wasn't our ingredient. It was our subject.



INSIGHT

WHY DOES IT HAVE TO BE ALL ABOUT HAIR?

The whole haircare category was becoming self-centered. Brands were spending too much time talking about their products and how amazing beautiful hair can make you feel. While doing so, they were ignoring other interests and concerns women have.

Our insight was to cut through the category pattern and connect with our target using discourse that would include but go beyond hair talk.

We were well positioned to do so; Seda was about to launch a new range of shampoos based on natural ingredients, while consumers were increasingly more concerned with the environment and the planet.

We would extend Seda's connection with consumers through sustainability.



CHALLENGE

HELP ME HELP YOU

While research showed us that women were concerned with nature's devastation, only 18% would change anything in their lifestyles to preserve the environment⁴.

They wanted to live by sustainable values, but they weren't feeling that compelled to do so.

We learned that to get young Brazilian women involved with environmental causes, they didn't need future threat, but present and individual reward.

For instance, over 73% engage in reducing electricity consumption – which have a direct effect on their bills – however only 12% bother to use reusable market bags, choosing the stores' plastic ones⁵.

They were willing to engage, but only if it didn't feel like it compromised something in their lifestyle.

Seda would help them get there.



CREATIVE

PUSHING THE BRIEF TO THE LIMIT – PART 1

The creative team pushed the envelope: besides Seda's communication campaign for Natural Recharge, they developed a service that generated value for the consumer from an empty shampoo bottle.

We would
make the enemy
– plastic packaging –
our hero.

The target would get involved due to their genuine preoccupation with nature and for the reward received with their participation.

The creative team suggested mobile phone credit as rewards – and they nailed it.

First of all,

There is a semantic connection. The word recharge is part of the product's name and is frequently used in mobile telecom. By using the word both in the product and in the reward, the range's main benefit would be explored, at the same time we would promote a sustainable action and a relevant personal benefit – mobile phone recharges.

Second of all,

This reward made total sense: Seda's target is completely into mobile, but the costs are quite expensive. Unable to commit financially with monthly plans, 78% of the population use prepaid credits⁷, recharging it occasionally. But credits are even more expensive: the value of prepaid minutes can cost up to 130% more than a plan⁸. It is a desired item, and a perfect trigger for this action.



CREATIVE

PUSHING THE BRIEF TO THE LIMIT – PART 2

Seda Recharge Station was a recycling hub, where people could discard shampoo bottles and in return, receive prepaid credits to recharge their cell phones.

The machine had a system that could read bar codes. For each bottle, the consumer would get R\$1 (+- US\$ 0,50 at the time) in mobile credits. If they were Seda bottles, the reward was double: R\$ 2.

WWF was a partner that increased the project's credibility.



Caption:

- 1 – Pass the bar code of the empty package here.
- 2 – Insert the package.
- 3 – Remove the bonus code to recharge your phone.

CREATIVE

It was placed at Republica Metro Station, in São Paulo, where 400,000 people go through daily. The station had billboards announcing where the recharge station was located. There was communication inside the trains too. The recycling hub's visuals and all of its communication followed Seda Natural Recharge's key visuals, including packshot images.



Figure 1. Sample of ad placed at the tube station, inviting people to exchange bottles for bonus at Seda's recycling hub, and mentioning WWF.



Figure 2. message displayed on the machine, after participation. 'Congratulations, You've just helped to preserve the planet. #recyclingseda'.

RESULTS

SEDA'S CONNECTION WITH THE TARGET IS RECHARGED

The idea to cut through the category discourse and media patterns proved right: Seda got R\$ 1.4 mi in press coverage, over 3 times what it got during its last product launch. Seda recharge station coverage went beyond national frontiers and got articles in outlets like Contagios and PSFK. More notably, it was covered in most target outlets—, which Seda wouldn't have reached with product talk alone.

The repercussion added to 10 times over the investment in the hub station.

Investment
R\$ 141.000

Media Coverage Value
R\$ 1.450.000



CONTAGIOUS/IO



Recharge, naturally

Seda

Brazilian shampoo brand rewards recycling with mobile phone credit

psfk

Recycle Shampoo to Earn Points for Your Phone



Unilever Brazil exchanges shampoo bottles for cell phone credit

ADRIANA KRASIANSKY
9 OCTOBER 2014 ADVERTISING

For today's eco-conscious consumer, it's easy to find products made from recycled ingredients or repurposed materials. It's much more uncommon to find a brand that sponsors its own recycling station.

To promote the release of Seda Recarga Natural haircare line, Unilever Brazil has launched a recycling hub in Sao Paulo's Republica subway station. The instalment includes a special machine that exchanges disposable shampoo packaging for cell phone credits and bonuses.

During the month of October, users can bring empty bottles of any brand shampoo to the recycling station. Bottles are dropped into the machine, which inventories each item and displays a corresponding number of cell phone top-up credits. Users are printed a code to redeem the credits through cell network carriers TIM, Oi, Claro, and Vivo. Recycled bottles contribute to the efforts of WWF-Brazil.



Catraca Livre

7 de outubro às 18:00

Que tal uma dextra na sua cidade?



Máquina no Metrô de SP troca embalagens vazias de xampu por crédito no celular

CATRACALIVRE.COM.BR

Você e outras 27.545 pessoas curtiram isso.

Principais comentários

8.453 compartilhamentos

Escreva um comentário...

Mariana Rodrigues que tal um metrô na minha cidade?

Curtir · Responder · 944 · 7 de outubro às 18:00

10 Respostas

Nan Valek Bacanal

Curtir · Responder · 118 · 7 de outubro às 18:02

Emmanuel Blegio Aguilera Muto bom, agora vai ter gente tomando banho pra caramba, pra colocar crédito no celular, e ai vai secar a cantareira!!!!!!

Curtir · Responder · 31 · 7 de outubro às 18:05

Naomi Trimmer Murahara um pouco triste os brasileiros só saberem cuidar do planeta levando alguma vantagem (preservar o planeta já deveria ser a vantagem), mas se é a única maneira, né...

Curtir · Responder · 29 · 7 de outubro às 18:29

2 Respostas

EXAME.COM

Máquina dá bônus de celular em troca de embalagens de xampu

Recomendo · 371 views · 0 · Salvar notícia



G1

ECONOMIA
MÍDIA E MARKETING

09/10/2014 14h09 - Atualizado em 09/10/2014 14h11

Máquina troca embalagens de xampu por bônus para celular em metrô

Campanha da Seda é realizada na estação República do metrô, em SP. Embalagens da marca valem R\$ 2 em crédito e as demais, R\$ 1.

De G1, em São Paulo

Twitter · 256 · Recomendar · 71

Uma máquina troca embalagens descartáveis de xampu por bônus para celular na estação República do metrô, na capital paulista.

CLUBE ONLINE



Agências/Campanhas (Brasil / Mundo)

Recarga Natural

Seda incentiva reciclagem em troca de bônus para celular

A Seda oferece a seus consumidores, durante esta mês de outubro, uma forma diferenciada de ganhar bônus para o telefone, por meio da reciclagem.

PROXXIMA

Seda troca embalagem por bônus de celular em estação de metrô

Hypeness shared a link.
October 13

Apesar de ser uma ação publicitária, a ideia é boa e o estilo "campanhas do bem" poderia ser replicada por mais marcas.



Máquina em estação de metrô troca embalagens vazias de xampu por crédito no celular
www.hypeness.com.br

Grandes marcas começaram a perceber (finalmente) que ações em que o consumidor é recompensado por fazer algo bom para a natureza ou para a sociedade representam um caminho transformador, único e poderoso. Já mostramos aqui uma...



UniversoJatoba.com.br

SEDA RECARGA NATURAL: AINDA EM TEMPO DE AJUDAR A NATUREZA

por Genia Winitzki

8x1 · 0 · Tweet · Compartilhar

Vai até o final de outubro uma ação diferenciada para divulgar o lançamento da linha Seda Recarga Natural, da Unilever - da para trocar qualquer embalagem descartável de shampoo, de qualquer marca, por bônus para celular. A Seda instalou uma máquina especial na estação República do Metrô, que funciona como um posto de reciclagem.

Parabéns para a marca! Adequou seu público-alvo ao local da ação e, ainda por cima, educa. É um toma-lá-dá-cá, mas, não importa, desde que atinja a consciência das pessoas e mostre, aos poucos, que colaborar com o meio-ambiente é legal.

RESULTS

It also impacted sales levels: after a month with the station in the subway, with all the media covering it, **Seda Natural Recharge sales grew 24%**, which was primordial for Seda to maintain leadership. *And the TV campaign was not even being aired at the time.*

Our target insight was also on the right track: **the number of packages placed at the recharging station doubled every week.** It was a matter of letting people know how easy it is to help the environment and how immediately beneficial it can be.

Consequently, Seda is now spreading new Recharging Stations across Brazil.

**HELPING THE ENVIRONMENT
HELPED SEDA.**

**HELPING THE ENVIRONMENT
FULFILLED PEOPLE'S DESIRE.**

**THE TRUTH: IT'S AMAZING HOW
NATURE CAN RECHARGE YOU.**

(wordcount: 1487)

