

**CLIENT**

<b>PROJECT NAME</b>	Breaking New Ground Campaign
<b>CLIENT NAME</b>	Proctor & Gamble
<b>BRAND</b>	Tide
<b>PRODUCT</b>	Tide Plus Febreze Sport Odor Defense Liquid Laundry Detergent

**PROJECT | purpose and opportunity**

Tide Plus Febreze Sport Odor Defense liquid laundry detergent is specifically designed to fight tough sports odors and stains in one wash. This product has done well in the anticipated middle-to-upper class, female, 35-54 demographic. Tide sees an opportunity to expand into new markets, such as younger up-and-coming professionals ages 18-35.

**OBJECTIVE | what does the project work to achieve?**

To increase sales of Tide Plus Febreze Sport Odor Defense 15% among young professionals aged 18-35 by May 2019.

**TARGET AUDIENCE | who are we trying to reach?**

**Adults in Transition:** Mostly singles who are just starting out on their career paths or starting over after recent divorces or company transfers. Usually found in metropolitan areas, have lower income, average use of technology, renters rather than homeowners and without kids.

**Young & Rustic:** Restless singles in rural areas of the U.S. who enjoy the outdoors, but may also be big video gamers and follow NASCAR or monster trucks.

**ATTITUDE | style and tone**

Should reflect a conversational and relatable tone. Informational, but light and maybe even playful, sarcastic or silly.

**MESSAGE | what is the key idea to be remembered?**

Gets out tough stains and odors in one wash (saves time); cleans and freshens clothing (elevate your appearance); even though "sport" is in the name, you don't have to be an athlete to appreciate its strength

**MANDATORIES**

Tide Sport product image or logo