

DIAL IT DOWN



aaf® national
student
advertising
competition

Executive Summary

We've all heard that "if it's got to be clean, it's got to be Tide"¹. Tide is the #1 Trusted Detergent Brand, as well as the lead-selling laundry detergent in the United States and worldwide². While Tide continues to be a heavy hitter on stains, they want consumers from all households to share their value for sustainability and eco-awareness. The climate is changing, and so is Tide.

Both qualitative and quantitative research informed Agency 681 that Gen Z and Millennials are eager to make changes to become more environmentally conscious, with over half of our survey respondents seeking to switch to a more sustainable routine³. Gen Z and Millennials demand sustainability. They need brands to share their values and be loud about them. They want to feel supported⁴. They want change, but how?

Every 18-35 year old is on a different path. Some can be considered Frontrunners, bearing the torch of sustainability and demonstrating a willingness to make sacrifices for their planet. Others can be considered Followers, those transitioning into a more eco-conscious role. Both Frontrunners and Followers are Decision Makers, looking to find their role in the world.

Tide presented a challenge with increasing the number of laundry loads washed in cold water, while building brand love and consideration. To do so, Tide must connect with consumers through authentic storytelling and demonstrate their commitment to sustainability. The Dial It Down campaign (October 2024 - September 2025) does just that.

The Dial It Down campaign aims to vocalize the benefits of cold-water washing to the Decision Makers, while reframing their perceptions about making a sustainable difference. Using a multi-touchpoint campaign, Agency 681 will promote the change to cold-water washes, highlighting the simple yet effective act the Decision Makers can make toward being more environmentally conscious. The agency will change conceptions about laundry as a stress-inducing or mundane task, to one that is positive and stress-relieving.

The new America is here and now. New demographics are rising, cultural attitudes are shifting, technology is advancing, and the environment needs our help. Tide and the Decision Makers must evolve together, make a difference, and Dial It Down.

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Research

Agency 681 was tasked with increasing loads of cold attributed to Tide, while simultaneously increasing brand love and consideration. Survey results revealed consumers' current perception of Tide and cold-water washing.

Important Insights¹

- **1,135** loads of laundry logged
- **7 loads of laundry per month** on average
- **41%** of respondents expressed preference in brands that make an effort to promote good and act sustainable
- After understanding that 90% of less energy is used when washing on cold water in our test market study, **48%** of the respondents within the target audience had strongly considered changing their habits.

External Insights

- Over 60 percent of respondents **would** wash on cold if they knew it could help the environment².
- An approximate **30% of the US population use public laundromats**.
- Every household that switches to cold water washing could eliminate about **1,600 pounds of carbon dioxide a year**⁴.
- Washing in cold keeps clothes looking newer/lasting longer⁵.
- Cold water washing delivers better freshness by removing tough odors⁶.

Their power derives not from its “brand superiority” but rather its cultural status⁷. When it comes to laundry detergents and American culture, Tide bridges the gap⁸.

While brands are beginning to promote how washing in cold water saves money, the message is being lost on younger and low-income consumers, who are most likely to benefit from those savings. Brands that succeed in reaching these consumers with promotions of reduced energy costs and clothing longevity will grow their reach beyond those who wash in cold water simply because it's more sustainable.

Consumers—particularly Millennials—increasingly say that they want brands that embrace purpose and sustainability. Indeed, one recent report revealed that certain categories of products with sustainability claims showed twice the growth of their traditional counterparts⁹

BUT... low-income individuals are reluctant to shift to cold water washing because they are not willing to risk it for the detailed benefits¹⁰. And many of those individuals are within our target audience.



269 Survey responses



60 Hours of social listening



22 Interviews



238 Secondary Sources

Primary research revealed that our target audience strongly or somewhat agreed with the following:

90.9% of respondents said they care about being sustainable and helping the environment

84.14% of respondents prefer brands that make an effort to promote good/act sustainably.

76.7% of respondents said they purchase laundry products based on what they grew up using.

72.25% of respondents said they are open to changing the way they do laundry.

Brand Analysis

81% of respondents said they are likely/very likely to buy Tide¹.

Strengths

- Withstood and adapted through laundry technological and marketing advancements in laundry since 1946³.
- Leading market position, global reach, strong brand equity and awareness, and the financial support of P&G.
- Other Tide initiatives include:
 - Loads of Hope and the Coldwater campaign. Demonstrates the brand's forward thinking to its existing and potential customers⁵.
 - Coldwater can save consumers money and support the environment by reducing energy expenditure⁶.

Opportunities

- Untapped markets present an opportunity to expand their presence.
- Their Loads of Hope campaign reaches markets that previously may have not used Tide, but may feel the reciprocity effect due to Tide's personal affect on their lives.
- Market penetration into eco-friendly and environmentally focused markets can generate new consumers and increase existing brand equity⁷.
 - There is an existing market for environmentally focused laundry brands where that is their sole focus⁸.
 - They offer competitive pricing, eco-friendly packaging, and more that may make it hard for Tide to gain majority market share.
 - Some of these brands include Seventh Generation, Nine Elements, Molly Suds, and more.

Weaknesses

- Tide is not a price leader as they exclude some price sensitive buyers through their pricing strategies.
 - Store brand laundry detergents such as Great Value, Up&Up, Amazon Basics, and more are the price leaders in the industry while other laundry brands such as Clorox offer competitive pricing.
- Consumers who start purchasing laundry detergent for their households (~18 to 22 years of age) tend to continue purchasing what they used in their households growing up⁹. It is challenging to encourage a move to Tide over their familiar brands.
- Their digital presence is not as strong as their traditional advertising and is overshadowed by their competitors

Threats

- Competitors in existing markets pose a threat.
- Competitors who enter untapped markets before Tide have greater opportunity.
- Price competitors appeal to more price sensitive customers.
 - Reducing the price of Tide could exclude their current or potential consumers as it could suggest a reduction in quality.
- If Tide positions themselves differently, they could lose some of their current market share.
 - P&G will be resistant to a different market position for Tide as it could result in cannibalization of their other laundry brands.
 - For example, Downy focuses on their softness and Dreft is focused on delicate skin and sensitivity for babies. Whereas Tide is focused on their image as heavy duty laundry getting tough stains out.

Orange is the color that people think of most when asked about the laundry aisle².

Target Audience

Life is full of decisions... deciding where to go to college, whether you want pizza or tacos for dinner, and what detergent to buy for your laundry. These days, 18-35-year-olds are deciding to be more sustainable and choosing brands that are doing so as well'. Every 18-35-year-old can fit into either of the following personas-whether they are in college, a young adult on their own, raising a family, or on another path.

Followers

23% of sustainability-minded consumers



The Followers, ranging from 18-25 years old, are individuals in a transitional phase and establishing their identities. They are starting to view sustainability as something they should participate in now, not just an issue for the future. The Followers have decided to be more sustainable, but they lack the time and money to make a solid change. They are newly independent, looking at the successes and failures of the generation before them.

21-year-old Julia says², “My parents used warm water to wash my clothes growing up, so I did the same when I started living on my own. I was initially skeptical about making the change to cold water because of this. But, it’s nice to know that there is a real, direct environmental benefit from making just a small adjustment to my laundry routine.”

Independent but also inspired by the Frontrunners, they are deciding whether they want to leave behind the traditional way of doing laundry they were raised on or make a change³.

Frontrunners

46% of sustainability-minded consumers

The Frontrunners, around 26-35 years old, are individuals who have started to embrace an eco-friendly lifestyle. They are more able to make sacrifices with time and money to align with brands that emphasize sustainability.

34-year-old Maria says, “I really don’t mind dropping the extra dollar to buy from a company that I know is actually environmentally conscious and promoting actual change... not just greenwashing their packaging and calling it a day. I try my best to be an informed consumer that supports genuine sustainability campaigns”⁴.

Frontrunners are the leaders of the pack, setting the bar for their families, friends, and wider community. They have decided to make a change in the way they do laundry, encouraging others-particularly the Followers-to do the same⁵.



The Frontrunners and Followers are excited about making small changes in their daily lifestyle to better the world they live in. They are passionate and optimistic. They care about the eco-consciousness of the brands they consume. They are willing to make a change, one step at a time. We call this mix of Millennials and Gen Z...



Decision Makers

Total Population of Decision Makers: 76.8 million (23.1%)⁶

Insights & Strategy

Campaign Strategy

Increase consumer adoption of cold water washing by 20% among the 18-35 year old target demographic from October 2024 – September 2025.

By dialing it down, we can change the habits and minds of The Followers and the Frontrunners by encouraging them to start washing with cold water. We are dedicated to reducing the carbon footprint and enhancing the environmental focus of the entire Tide product range, and this approach allows us to make the most significant impact and reach a wider consumer base. Conserving energy reduces greenhouse gas emissions from power production, which in turn supports efforts to combat climate change and decrease the harm to the environment.

Our goal?

To completely alter the way people perceive laundry by promoting cold water washing as more than simply an option; it will shift the way we think about clean clothes forever. Instead of rushing to get that load of laundry done, we can take the time to dial down and hit the reset button.

Why cold water, then?

It's about a way forward that is effective in the long run and redefines the standards. Reimagining the laundry experience is at the heart of Tide's cold water products, which aim to do more than simply wash clothes.

What, though, is the big deal?

Sarah has this to say:

Even though I had my doubts at first, the results were clear. Not only did my clothes come out clean, but I also felt good about the impact I was having on the planet. And my energy bill has been significantly reduced as a result!

-Sarah

Sarah was absolutely spot-on. We hope that at the end of this journey, consumers will regard cold water washing with Tide as more than just a laundry procedure; it's a socially responsible and economically smart lifestyle choice.

Thanks to Tide's cold-water clean detergents, laundry day will become a practice of eco-awareness and a celebration of life's quietest moments.

Every home, from dorm rooms to single-family homes to apartments to neighborhood laundromats, will soon include Tide cold water clean detergents in their regular washing routine. Reframing the task of laundry into something bigger than oneself can have a significant effect. It's the beginning of a better, more sustainable future.

Time out, then dial it down. **Streamline your routine while maximizing your impact.** The cumulative impact of turning 3 out of 4 laundry loads to cold water by 2030 compared to a 2020 baseline would save enough electricity to power all of New York City and San Francisco for over a year⁴. Come and be a part of the cold water movement with us. With Tide, you can help make the world a better place with every load of laundry.

You have heard of both the Followers and Frontrunners in the laundry care industry... they're hoping for a gentle nudge to start washing in a more eco-friendly way.

Enter Tide.

Manifesto

Life is all about decisions. Some easy, some stressful. Some with a greater impact than others. With Tide, deciding to be more sustainable is simple. All it takes is turning your dial to cold.

You dial it down all the time, without even realizing it. Deciding to take a breath and step away from an argument, tuning out the noise and into your favorite artist, or taking that self-care day you kicked to the curb. These are all instances of turning something negative into positive, something simple into meaningful. So, why not take it a step further?

Being more sustainable is a load of responsibility, but it's not as difficult as it might seem. Your choices, no matter how small, can have a significant impact. Tide encourages you to take a time out and unwind. Tide wants you to try something new, fresh, and cool... washing your laundry with cold water. And, guess what? Washing cold helps the environment, lowers your energy bill, and keeps your clothes in good shape. It can't get much better than that.

We get it, life can be downright messy. But, there is no time like the present. It is time to dial it down with Tide. Streamline your routine while maximizing your impact

Cool. Chill. Real. Here. Now.

**DIAL IT
DOWN**

Creative Concept

Tagline

“Dial it Down” encourages laundry users to make an environmentally conscious change by simply dialing down to cold water. The words are simple and memorable—reflecting our intentions with cold water washes. The tagline is curved, absent of sharp edges, reinforcing the task as being easy rather than stressful. Anyone can make a difference. Anyone can dial it down.

Color Palette

When selecting the colors for our campaign, it was imperative not to stray from the iconic oranges and blues that make Tide recognizable. Using a cool-toned blue preserves the brand's identity while visually showcasing their commitment to “dialing it down” on laundry. Tide is creatively expressing that laundry does not have to be a daunting task, but one that is cool and soothing like the light blue color.



Icons/Pattern

The snowflake motif is echoed throughout this campaign to emphasize Tide's commitment to cold water washes in a way recognizable to consumers. Tide has been using the snowflake symbol to represent cold water, so our increased implementation of it as an icon and pattern compliments the brand identity while enhancing our message.



Logo

The primary color of the “Dial it Down” logo reinforces our creative choice of using a cool, icy blue hue. Cold water use in laundry is often symbolized by a snowflake, and now we have reimagined a symbol that not only represents cold water washes but encourages them with three simple words.



Animation



Advertisements

Changing Perception

Oct 2024 - Jan 2025

1. QR Codes/decals in streets and laundromats
 2. Laundromates social media campaign
 3. SM organic/SM sponsor ads
 4. Sphere Activation
- Driving Activations: Increasing brand awareness, driving customer engagement, differentiating from competitors.
 - KPIs: Page visits from QR codes and SM posts, Click through rate (CTR), social media mentions, engagement rate (derived from vanity metrics).
 - Milestones: Reaching 1,000 page visits from each QR code, seeing a 1.5% increase in sales from ads in the first 6 months of their launch, reaching 5,000 new visitors to the Coldwaterpage on Tide Website.

Increase Unaided Consideration

Feb 2025 - May 2025

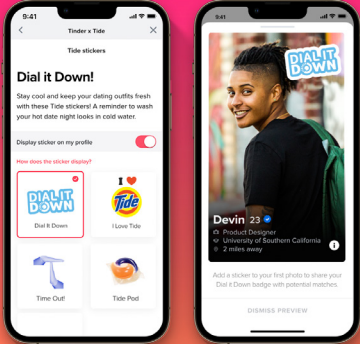

1. TIDE timeouts
 2. Laundromat Cafe/Chill out area
 3. Cleaning Influencers/PR Packaging
 4. Updating loads of hope to cold branding
- Driving Activations: Increase brand awareness, brand loyalty, and brand equity. Creating emotional connections, maintaining a strong brand image, and differentiating from competitors.
 - KPIs: engagement rate, page visits from influencer campaigns and TIDE timeouts, average time on pages "Loads of Hope" and "Coldwater," percent of new customers.
 - Milestones: Reach 500 page visits from each influencer campaign, increase sales by 10% by May 2025, increase page visits to "loads of hope" by 25% by May 2025.

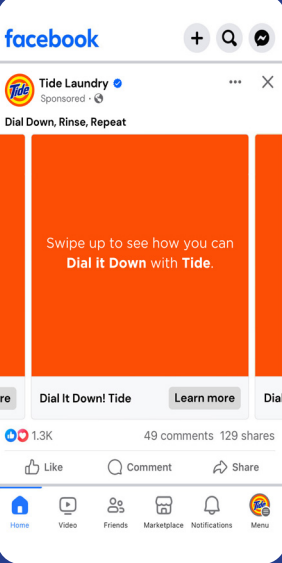
Brand Equity/Love

Jun 2025 - Sept 2025

1. SMM wet bathing suit Carhartt
 2. Newsletters at Cafe
 3. Driving Activations: Increase brand awareness and brand equity, differentiating from competitors, driving sales and revenue, and creating a strong brand image.
- KPIs: Page visits from all three campaigns, percent of new customers, engagement rate, social media mentions.
 - Milestones: Reach 1,500 page visits from each collaboration post, increase sales by 5% by Sept 2025, increase percent of new customers by 10% by Sept 2025, increase page visits from newsletters by 80% by Sept 2025.

Advertisements





facebook

Tide Laundry Sponsored

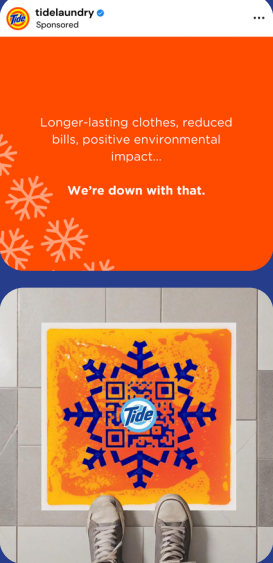
Dial Down, Rinse, Repeat

Swipe up to see how you can Dial it Down with Tide.

1.3K 49 comments 129 shares

Like Comment Share

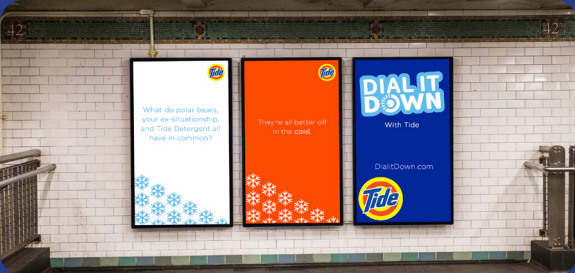
Home Video Friends Marketplace Notifications Menu



tidelaundry Sponsored

Longer-lasting clothes, reduced bills, positive environmental impact...

We're down with that.



What do polar bears, your ex-girlfriend, and Tide Detergent all have in common?

They're all better off in the cold.

Dial It Down with Tide

DialItDown.com



Loads of Hope

What's your idea? Loads of Hope's solution to the most obvious for families to need and give them a sense of community.

TOGETHER

Tide Loads of Hope Expansion Project



Chill Around with Sustainability

BE COOL. BE SUSTAINABLE.



DIAL IT DOWN

CHILL ZONE

where community dials down



#DIALITDOWN

CHILL ZONE

where community dials down




MARCH MADNESS






Tide TIME OUT

DIAL IT DOWN



carhartt

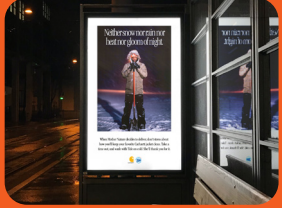




Leave the dirty work to Tide.


When Mother Nature decides to down dial it time, don't let her win. It's long, cold, favorite Carhartt jacket time. Take a time out, and make only Tide count. She'll thank you for it.

DIAL IT DOWN




When Mother Nature decides to down dial it time, don't let her win. It's long, cold, favorite Carhartt jacket time. Take a time out, and make only Tide count. She'll thank you for it.

DIAL IT DOWN




TAKE A TIME OUT

WASH IN GOLD WATER ONLY



STRAWBERRY MILK M&B





EXPERIENCE THE MAGIC & REVOLUTIONIZE YOUR SWIM.

RECOMMENDED TO WASH COLD WITH TIDE

DRY WET DRY WET

Tide

STRAWBERRY MILK M&B

Content Strategy

Digital/Social/Mobile

In the modern digital era, social media has become a powerful connective platform where billions worldwide share their passions and lifestyles, propelling the rise of influential personalities who shape consumer behavior through authentic product endorsements and glimpses into their daily routines. Platforms like Instagram, Snapchat, Facebook, TikTok, and Pinterest provide fertile ground for Tide to tap into this phenomenon, aligning with influencers to organically showcase its products within relatable lifestyle content, from simple “Do My Laundry With Me” posts to extravagant showcases. Complementing this influencer approach is Tide’s multi-pronged strategy to deeply engage modern tech-savvy audiences through novel channels like Tinder’s eco-conscious branded stickers fostering connections with like-minded individuals, as well as strategic advertising across popular streaming services like Hulu, Disney+, YouTube, and Amazon Prime Video to effectively reach its core demographic of 18-35 year old Followers and Frontrunners. Through this seamless integration of influencer marketing, innovative platforms, and targeted digital advertising, Tide can authentically communicate its brand messaging while embracing sustainability across the online ecosystems where modern consumers seamlessly intertwine their values and purchase decisions.

Influencers

Since 2020, Emily Mariko has gained over 15 million followers from TikTok cleaning videos and is soon to be a mother. Nessa Misiuda’s personable daily lifestyle and cleaning videos across platforms have reached over 5 million followers. Emilie Kiser showcases managing a young family and daily cleaning routines, gathering over 4 million followers on TikTok. Melissa Maker is known for her easy-to-follow YouTube videos on cleaning and organizing, and recently attended Tide’s sustainable detergent Evo launch at SXSW. Their relatability, emphasis on wellness/cleanliness, and broad audience make these influencers ideal partners for Tide.

Out of Home- Experiential & Traditional

Tide is implementing a multifaceted approach that blends digital experiences with physical spaces to foster community connections. Laundromat Chill Spaces offer a relaxing environment for individuals to unwind while doing laundry, promoting self-care and mindfulness. Advertising on the Sphere, a 500-foot tall futuristic entertainment venue that combines immersive visuals, audio, and haptic effects. Appealing to both millennials and Gen Z, Tide can harness user-generated hype and the communal power of influencer marketing. Tide also recognizes the enduring influence of traditional out-of-home advertising through billboards, QR codes, posters, public transportation, and laundromats themselves - reaching a wider audience by leaving impressions in the real world. This seamless integration of digital engagement, community-centric spaces, and traditional advertising enables Tide to connect with consumers across the spectrum of their experiences.

Collaborations/Partnerships

During the highly-viewed NCAA March Madness, a “Dial It Down” ad collaboration encourages viewers to “Dial it Down” during home team free throws, while “Tide Timeout” appears on jumbotrons. This partnership also involves washing the NCAA basketball uniforms in cold water, encouraging viewers to do the same. For the blue-collar workforce, a partnership with trusted workwear brand Carhartt informs that Tide can be used for heavy-duty, cold-water laundry routines in rugged occupations. Simultaneously, Tide taps into youth culture through a vibrant, co-branded swimwear line with TikTok influencer Strawberry Milk Mob, featuring iconic Tide colors and promoting cold water washes to her young adult following via relatable content. Through these partnerships/collaborations, Tide communicates its cold water washing advantages across diverse target markets.

Media Flowchart & Budget

The Dial it Down campaign is brought to life across a carefully planned media schedule aimed at enhancing consideration. This schedule involves strategically timed flighting and pulsing activations throughout the consumer journey. It utilizes SRDS Adsender, Salesfuel, Adspot, and Nielsen to allocate media buy towards activations with the highest performing KPIs. This approach ensures targeted impressions and strategic ad frequency over the course of the campaign. Dial it Down campaign's strategic use of the \$61M budget is projected to generate over 1.2 billion paid and 678 million earned impressions.

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	Allocated Budget
Digital													
Search Engine Optimization													\$400,000
PPC Interactive Ad													\$890,000
Experiential													
QR code mats													\$76,000
Dial it Down Renovations													\$12,200,000
Sphere Activation													\$7,800,000
Mobile & Social													
Laundromates Tinder Campaign													\$850,000
Instagram Sponsored Ads													\$400,000
Micro/Macro Influencers Campaign													\$1,200,000
Facebook Ads													\$420,000
Tiktok Ads													\$420,000
Pinterest Ads													\$420,000
Snapchat Story Ads													\$420,000
Video													
Youtube Pre-Roll Ad													\$520,000
Netflix Ad Break/Pre-Roll Ad													\$520,000
Hulu Ad Break/Pre-Roll Ad													\$500,000
Amazon Prime Video Ad Break													\$500,000
Disney+ Ad Break/Pre-Roll Ad													\$500,000
OOH													
Public Transportation Posters													\$370,000
Laundromat Posters													\$500,000
NCAA March Madness													\$20,000,000
Partnerships													
Carhartt													\$480,000
Strawberry Milk Mob													\$300,000
CSR													
Loads of Hope Refresh													\$500,000
Owned Media/Promotional													
Microsite													\$30,000
Laundromat PR Packages													\$43,000
Influencer PR Packages													\$20,000
Contingency													\$3,750,000
Non-Working/Creative Production													\$7,500,000
Total Budget													\$61,529,000

DMAs and Hotspots

Northeast

- New York, New York
- Boston, Massachusetts
- Philadelphia, Pennsylvania
- Washington, DC

Midwest

- Chicago, Illinois
- Madison, WI
- Cincinnati, Ohio

West

- Boulder, Colorado
- Provo, Utah
- Los Angeles, California
- Scottsdale, Arizona
- Tucson, Arizona
- Seattle, Washington

South

- Dallas, Texas
- Houston, Texas
- Miami, Florida
- Atlanta, Georgia
- Columbia, South Carolina
- Nashville, Tennessee

Evaluation

Agency 681's approach to evaluating the effectiveness of the Dial It Down campaign will utilize Key Performance Indicators. KPIs will measure the campaign's success, along with the allocation of a contingency budget for adjustments to achieve optimal UAC. The Dial it Down campaign encourages decision-makers to incorporate cold water washing into their daily routine by shifting perceptions of laundry to one that is stress-relieving and makes a significant impact. Our presentation will introduce you to the campaign and our innovative strategies for promoting cold water use in laundry. It's time to start dialing it down and switch to cold water washing with Tide.

To comprehensively evaluate the “Dial it Down” campaign, Agency 681 recommends implementing the following KPIs and measurement tactics:

1. Conduct a benchmark survey in late 2025 to establish baseline metrics, followed by annual surveys.

This will track progress over time for:

- Cold water washing adoption rates
- Mental health/wellbeing impact of revamped laundromat experiences
- Brand recall and usage of “Dial it Down” and “Take a Time Out” messaging

2. Regularly check in with partner laundromat owners to gauge customer feedback and campaign effectiveness.

3. Analyze sales data from clothing collaboration lines to assess product popularity and brand affinity.

4. Monitor total campaign impressions and Return on Investment (ROI) across all marketing channels.

5. Implement robust UAC tracking to optimize ad spending and ensure maximum efficiency in acquiring new Tide users.



Campaign Alignment & Rollout

- Brand Behaviors: This campaign personifies Tide's commitment to sustainability (cold water washing), community-building (renovated laundromats), and nurturing mindfulness (self-care messaging).
- Tide Priorities: “Dial it Down” complements Tide's larger brand priorities of eco-conscious innovation, forging emotional consumer connections, and staying culturally relevant.
- Timeline & Pulsing: We envision a sustained, pulsed rollout over 12 months, with concentrated bursts of marketing around key tentpole moments.
- Tentpole Moments: Earth Day (April) - Cold water washing push; March Madness (March and April); Mental Health Awareness Month (May) - Self-care/mindfulness activations; Back-to-School (August) - Clothing collabs.