



WPPED  
CREAM  
2007

MEDIA | HIGHLY COMMENDED | MEDIACOM ISRAEL  
PROCTER & GAMBLE - TIDE | SUPER (NATURAL) MOM COMPETITION

#### CHALLENGE

Create an emotional brand with its “Harmonizer” target (Moms that successfully orchestrate their family life despite their hectic schedule), which Tide hadn’t managed throughout the years, and make Tide a love mark in a crowded, low involvement category.

#### INSIGHT

Talking to Harmonizers, we realized their success is achieved by anticipating needs/problems before they occur, and that these mums want to be appreciated for these “powers”, but are usually taken for granted.

#### IDEA

Hit TV show featuring world famous paranormalist Uri Geller served as the key pillar for a multi touchpoint communication plan, generating buzz for our “SuperMom” competition and offering the perfect environment for Tide’s celebration of today’s moms’ “super powers”.

#### ACTIVATION

At the heart of the activity kids (and moms) were stimulated (via branded content and sponsorship messages on the show, commercials, print ads and extensive PR) to send in / upload to our mini site (on the show’s website) “super natural” Mom-Child stories.

#### RESULTS

- 130 000 unique website visitors picked their favorite SuperMom from more than 1200 stories/videos
- 670 000 pages viewed, average time spent on site: 6.5 minutes
- Awareness grew by 50%, sales by 19%

#### CREDENTIALS

Client: Procter & Gamble  
Responsible person in MediaCom: Gilad Kat  
Responsible person in the client’s team: Gal Bardea (Tide ABM)  
MC Strategic Planning + Zenith Buying

#### REASON WHY

We voted for this because:

1. it was a smart use of TV content, which was then exploited across platforms
2. that the ‘mums have special powers’ idea is fresh and engaging for the target audience in a category that is boring and usually only talks about itself.

On top of giving status to Mums and Tide, the activity delivered in terms of impact and sales.