

# Gain Cleans Up With Radio

## Objective

Target African-American women in the Northeast, introduce them to Gain Laundry Detergent, and turn them into customers.

## Media Strategy

Identify the medium that can engage the target demographic in a local, community environment while bringing excitement and fun to the mundane chore of laundry.

## Radio Plan

Work with a local, top-rated Hip-Hop Radio station to go beyond an aggressive on-air schedule with weekly Gain "See Ya at the Laundromat" parties, which include DJ appearances, prizes, free laundry and fun.

## Results

The on-air portion of the campaign reached more than 1,200 Urban female listeners 18-54, about six times each week. Attendance at the parties increased 50 to 110 percent each week, drawing more than 220 listeners.

Procter & Gamble faced a regional challenge for their brand, Gain laundry detergent. Gain experienced healthy sales and strong customer loyalty among African-American women in most regions of the country, but the brand wasn't performing as well in the Northeast. The goal was to target African-American women in the Northeast, introduce them to the product, and turn them into customers.

Procter & Gamble's Agency of Record, MediaVest, identified that Radio could target and reach that demographic in a local, community environment, and turn the mundane chore of laundry into an exciting social event. "Gain 'See Ya at the Laundromat' demonstrated the one-to-one benefit Radio can offer in a marketing plan," said Maribeth Papuga, Senior Vice President, Director of Local Broadcast for MediaVest. "Radio made it possible for us to reach our target demographic and offer them the opportunity to experience Gain firsthand in a fun, relaxed setting. It also helped us build the momentum and buzz needed to generate trial and return positive sales."

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Research showed that African-American women are loyal Radio listeners. Further, research indicated that Gain's urban African-American female consumer frequented laundromats to get the wash done. It also revealed that going to the laundromat brought a socializing element to the otherwise dull chore. It was an opportunity to find out what was going on in the community as well.

Working with WUSL-FM, Clear Channel's Hip-Hop station in the Philadelphia market, a plan was devised that went beyond on-air spots to reach the target customer where she did her laundry... literally! MediaVest selected WUSL because of its top rating among young African-American women and its strong ties in the community.



For two months, WUSL hosted weekly Gain "See Ya at the Laundromat" parties. As part of the aggressive on-air schedule, promotional spots ran inviting listeners to bring their laundry to specific laundromats where they would receive free, full-size samples of Gain along with other items. The promotion included free laundry services and the chance to win prizes and a party with Shamara, a popular, local on-air Radio personality.

The schedule was also supplemented with mentions on WDAS-FM, Clear Channel's older-skewing and No. 1-rated Urban station in the market. The on-air portion of the campaign reached more than 1,200 Urban female listeners 18-54, about six times each week. Attendance at the parties increased 50 to 110 percent each week, drawing more than 220 listeners.

**MediaVest won the Mediaweek Media Plan of the Year Award for Best Radio Plan with the campaign.**



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