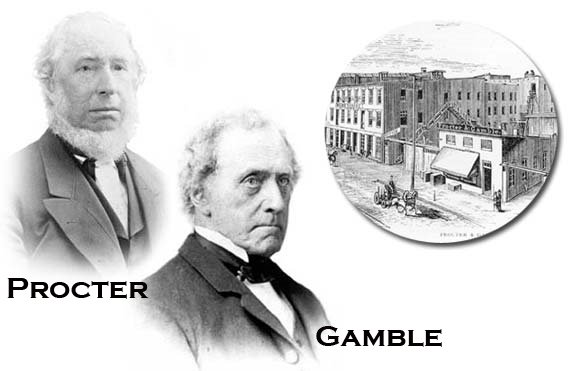
**New Media Campaign Project: Secret Mean Stinks**

**The University of Texas at El Paso**

**Company and Brand Overview**

Procter & Gamble Co., also recognized as P&G by many Americans, is an American multinational consumer goods company. They specialize in the areas of consumer goods in: beauty, hair and personal care, baby, feminine and family care, fabric and home care, and health and grooming. Headquarters in Cincinnati, Ohio and with 23 brands that generate more than $10 billion in annual sales and 14 that generate $1 billion, P&G is #16 within the United States market value and ranked 40 on a worldwide scale.

Before all of the success P&G has today it all started back in 1837, were William Procter a candle maker and James Gamble a soap maker by fate of destiny married sisters and with the suggestion of their father in law began what is now Procter & Gamble Co. This was a difficult time in the U.S due to financial problems however; it was to their calm and smart approach that let them to the beginning of a great partnership. In 1887 P&G were the first in the nation to create a profit-sharing program and among the first to invest in laboratory research. By 1890 the company had grown into a multimillion-dollar corporation.

P&G is known for its innovation and its diversity, by 1890 P&G had expanded to Kansas City, Kansas and later on to Ontario, Canada. Labs were busy innovating new products to meet consumer needs. Advertising was an innovation as well with radio “soap operas”, product sampling and promotional advertising. With new product lines and acquisition of brands help the company expand into new markets around the world. Today Procter & Gamble consist of 140,000 employees working in over 80 countries worldwide and has one of the strongest portfolios of trusted, quality, and leadership brands in the market.

 One of their brands in the beauty, hair and personal care areas is Secret. It took ten years of research to launch this product to public in 1956. Its fist appearance was, as a cream woman would apply under their arms, two years after it changed to be a roll on application. From there spray version followed in 1964 and in 1978 the solid form was introduced. In 1980 the round stick was adapted to a wide stick and introduced three new fragrances. By the end of 1980’s P&G was the prime manufacture of antiperspirants/deodorants, and Secret was the leading brand.

By the 1990’s Secret created the ultra dry and sheer dry formulas that pushed the limits of antiperspirant protection. By 1999 the platinum soft solid formula was the strongest protection over the counter and the preferred brand amongst women looking for strong protection. Secret over the years has been adding more and innovative products to the line. Such as secret sent expressions, clinical strength, flawless renewal and sheer mineral to mention a few.

With the brand slogan “ strong enough for a man, made for women” Secret is on of the leading brands amongst women for antiperspirant/ deodorant protection. Today Secret carries 55 products under the brand name. And it is distributed and sold in the United States, Mexico, and Canada. One of the products is Secret Clinical Protection which carries a new sent from early 2011 that is “Fearless”. This product was created to be part of the campaign Secret was going to be launching called Mean Stinks.

**Campaign Overview**

 The “Mean Stinks” campaign by Secret was born from the question, why are girls mean to each other? Now days girl are part of bullying, victims or bystanders this is a hard reality. Secret is a brand whose purpose is to make women feel invincible, fearless that led them to create a social experience program to start a program against girl to girl meanness. In collaboration between Leon Burnett, Marina Maher Communication, Starcom MediaVest Group, and IProspect, created a rich media campaign launch the Campaign in early 2011and is still on going today.

The Campaign objectives are to help young girls grow up and be more confident and fearless women, increase brand awareness within the targeted group, and create a safe place on line for healthy conversations and against bullying between girls. The Brand not only wanting to help stop bullying, but as well increase there sales. To drive the sale up and help the campaign objectives in the first year Secret included a publicity spokesperson, Amber Riley who played the character of Mercedes in the hit television show Glee.

By the second year, Secret step up their game by making musical artist Demi Lovato as their new Mean Stinks ambassador. This year the girls could join Demi by helping bring an end to bullying in doing so they would take the Mean Stinks Pinky swear, which consisted in painting their pinky finger blue to show support of the cause amongst their peers. As girls all over nationwide would be able to participate in activities to teach and inform about bullying and how to stand up against it in downloadable media kits “Gang up for Good”. These activities were available in October through the Facebook page. As well the use of Twits through @MeanStinks with the hashtag #GangUpfor Good, to keep inspiring girls throughout the school year. In this year Secret also launches a website meanstinks.com for real time support.

In 2013, the campaign held the “Biggest Assembly Ever” event where girls from all over the country came together to “Gang up for Good”. The event was steamed online and held in support of National Bullying Prevention Month in October. Viewers could follow the event though the website or using the hashtag #MeanStinks. In addition, this year Secret collaborated with Zendaya recording artist from Disney Channel’s “Shake It Up” and ABC’s “Dancing with the Stars”, as well with Alexis Jones female empowerment expert.

In the Fourth year of the Campaign, Secret launches “The Nicest Tour Ever” an event that consists of 75 assemblies with recording artist and motivational speaker Keenam West. In addition to the Nicest Tour Ever, the program for the year consisted of a “Nicest School in America” Competition, second annual Biggest Assembly Ever, product donation through the sale of every Mean Stinks product and #GangUpForGood Instagram challenge.

 As of Today in its Fifth year, in the happening of the Biggest Assembly Ever, and collaboration of the special in person appearances by starting actors in “The Duff” movie, Mae Whitman, Bianca Santos and Skyler Samueles apart from the schools present it generated live streams from 350 schools all over the country though the mean stinks website. As well to turn around the negative conversations, Mean Stinks helped the students attending the assembly as well the ones watching the live stream to use their mobile devices for “Nice Take Overs” swamping social media sites such as Twitter, Snapchat, Instagram and Facebook with thousands of positive messages and resulting in the hashtag #MeanStinks to become the third national trending hashtag.

Overall, Secrets campaign “Mean Stinks” achieved its objectives with the use of new media. The campaign really struck its target audience of teenagers and role models, on the very first day the campaign launched, Secrets Facebook fan base grew by more than 203,000 making it the fastest growing page that week. As of now the Secret Mean Stinks Facebook page has over 1.3 million fans as well a six- fold increase in Twitter followers, Women and girls have read/watched over 50,000 apologies and sent 30,000 plus Good Graffiti’s (applications form the website). As well brand favorability rose by 6% and media total over 85,000 click through rates to the Secret website and Secret Mean Stinks website.

With a successful campaign achieving its objects Secrets Mean Stinks Campaign was a great multimedia campaign that achieved compelling results with the target audience as well as for the brand and company. With such impact and success the campaign has won some awards for example Leo Burnett the biggest of the collaborating agencies won P&G Global Brand Building Award: Category “Touching Lives and Improving Life”, 2012 ADDY Awards Gold: Mixed/ Multiple Media: Consumer, Regional/ National, 2012 ADDY Awards: Best Creative Use of Multimedia Content, 2013ADDY Awards Gold: Direct Marketing: B2B or Consumer Single and a 2013 Kinsale Sharks Gold.

**New Media Platforms**

Matching P&G’s Secret brand identity with an issue like bullying that is relevant in our society and skewing it toward girls to fit the brand was a smart move. And even smarter how the team behind the campaign decided to use new media platforms to archive the campaign results mentioned before. Using a variation of media platforms like Facebook, Twitter, Tumbler, Instagram, applications and internet website, the Mean Stinks campaign was able to use reach its target audience and brand loyalty while simultaneously increasing sales and helping the consumer.

When the Campaign launched it started with a Facebook page a free social networking website that allows users to upload pictures, videos and post messages on their walls. The Mean Stinks Facebook page included a referral page for counseling centers, a section where women and girls could upload apologies or complaints about past experiences, store links with anti-bullying messages as well links promoting sales for Secret and other P&G products. As well the launch year included an app that is a downloadable program that is used to fulfill a purpose. The app was called Good Graffiti, were users could create positive messages and send them to friends.

As mentioned in the second year of the campaign Secret created a website where girls could interact freely sharing positive advice and getting it. With social media not being enough to keep the contents of the campaign that were offered to the consumer meanstinks.com was created. The content of the website included: #GangUpForGood Challenges to keep girls inspired, videos and photos from Ambassador Demi Lovato, advice and tips from girl relationship experts Rachel Simmons, downloadable “Gang up for Good” media kits and inspirational messages the users of the web page could navigate through. As well the use of Twitter was stared, Twitter is as well a social networking site that allows its users to send and receive short messages of 140 characters that are called “twits”. With this @MeanStinks twitted inspirational and motivational phrases to its followers to Gang Up for Good.

Other media platforms that were used included Instagram, is a mobile app for sharing pictures, videos and social networking that connects to other social media platforms such as Facebook, Twitter, Tumbler and Flickr. The campaign used Instagram by creating a #GangUpForGood challenge that required users to create a video and post it saying something nice about a friend and asking viewers to contribute to the chain of videos that were being posted on Instagram and Twitter using the hashtag. Tumbler was another social media platform that was used; this is a microblogging platform that allows its users post multimedia content as a form of short blogs. Tumbler was used on the Nicest School in America Competition; users could use the social media platform to find suggested challenges to complete or nice acts to submit to the competition.

As well online streaming, it’s the steam of continues data that is to be able to watch/listen an event in “real time” without having to download any file to be able to access it. With the campaign this form to deliver the message through the Mean Stinks website was a great asset. During the Biggest Assembly Ever each year, the assembly is steamed in real time for the campaign followers such as schools and other anti-bullying supporters.

Providing access to those not present at the assembly through online streaming. Connecting with the target audience through the various social media platforms by making it interactive and engaging to them was the success of the campaign making it a truly a social media campaign in all aspects, making it really part of the consumers life.

In my opinion the campaign by Secret Mean Stinks is really successful in their use of new media platforms. This is because they understand the use of each and every platform they are utilizing thought the campaign. In addition to understanding the new media platforms they know how to engage the consumer to use them the way they were meant to be used to fulfil the objectives of the campaign.

**Appendix**

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