

Digital Integration Marketing

Cassandra Dreher, Erin Villareal, Valeria Duenas,
Jessie Retana, Jorge Betancourt

Our hypothetical client will be the well-known “Mr. Clean” brand. The client plans to re-launch this house-cleaning product with a modified national campaign to target Generation Z Hispanic American consumers. Our client, Mr. Clean team, has decided to position itself as an effective cleaning brand that can improve people’s daily boring chores into an immersive and entertaining experience for its target audience (Gen Z Hispanic American consumers).

The marketing problem that Mr. Clean brand has encountered is to associate the brand with culturally relevant experiences, resonate with Gen Z Hispanic American consumers. Not only that, but the brand is also inclined to make itself more relevant to Gen Z Hispanic consumers, without alienating other ethnicities and generations.

The marketing objectives of Mr. Clean new ethnic campaign are listed below:

- To increase market share among Gen Z Hispanic consumers to 30% after the campaign period
- To increase the brand’s eWoM among 40% social media users to associate Mr. Clean as a Gen Z and Hispanic-relevant brand after the campaign period.

Mr. Clean is an all-purpose cleaner that was first introduced in 1958. Nevertheless, it has become quite unpopular between Hispanic Generation Z individuals. Mr. Clean products are more favored by the boomer population as well as the older millennial generation. For this same reason, Mr. Clean is not a trending household cleaning product among consumers aged 18 to 29. It has become troubling to create a relatable message to Hispanic generation Z consumers without

isolating other ethnicities when it comes to this brand’s advertising.

The campaign communication objectives to be dealt with by Mr. Clean are as follows: Spend 25% of the budget on google ads to increase the click-through rate on a coupon landing page and increase the email subscription list by 15% for user trial by the end of the campaign.

Spend 20% of the budget on Social Media ads on new media platforms for Spanish speakers to increase brand awareness for Hispanic Gen Z Consumers by the end of the 2nd Quarter. Create a streaming radio sales promotion ad which will play on streaming services during the 1st Quarter to increase brand awareness by 10%

As previously mentioned our campaign is based on the following consumer insights on the basis of our extensive research of Hispanic Gen Z consumers.

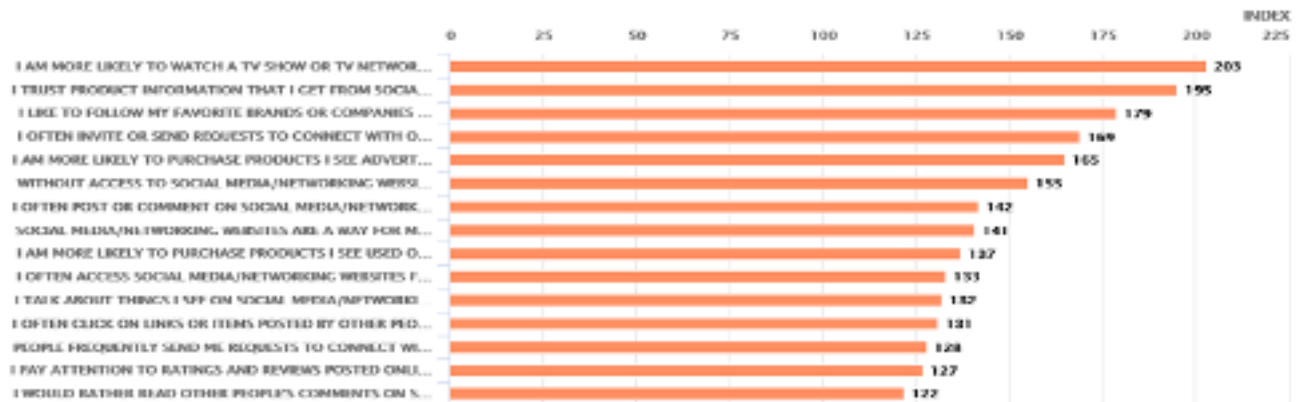
Consumer Insight #1: One of the buying traits of Generation Z is that they rely on social media and the internet for social proof before making a buying decision.

Tik Tok has become a very popular social media platform between Gen Z individuals, which can also be considered a platform where they intake plenty of information. “According to a recent trend report on Gen Z engagement from agency We’re Magnetic, 41 percent of the app’s approximately 500 million users are between the ages of 16 and 24” (Hultgren). This platform is essential for our client’s goal since Ecommerce is creeping into the app. Tik Tok has implemented a hashtag challenge “plus” feature, where users can purchase a brand’s goods without exiting the

Gen Z (18-20) AND SOCIAL MEDIA: SOCIAL MEDIA USER

SAMPLE (Q)
818WEIGHTED (Q)
12,004,026REACH (Q)
4.9%

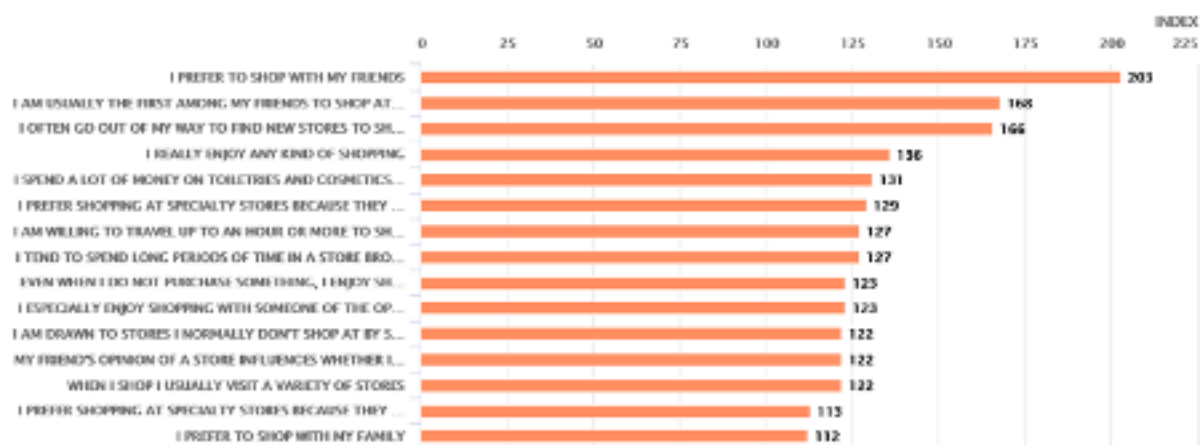
ATTITUDES (SOCIAL MEDIA) - ANY AGREE



Gen Z (18-20) AND SOCIAL MEDIA: SOCIAL MEDIA USER

SAMPLE (Q)
818WEIGHTED (Q)
12,004,026REACH (Q)
4.9%

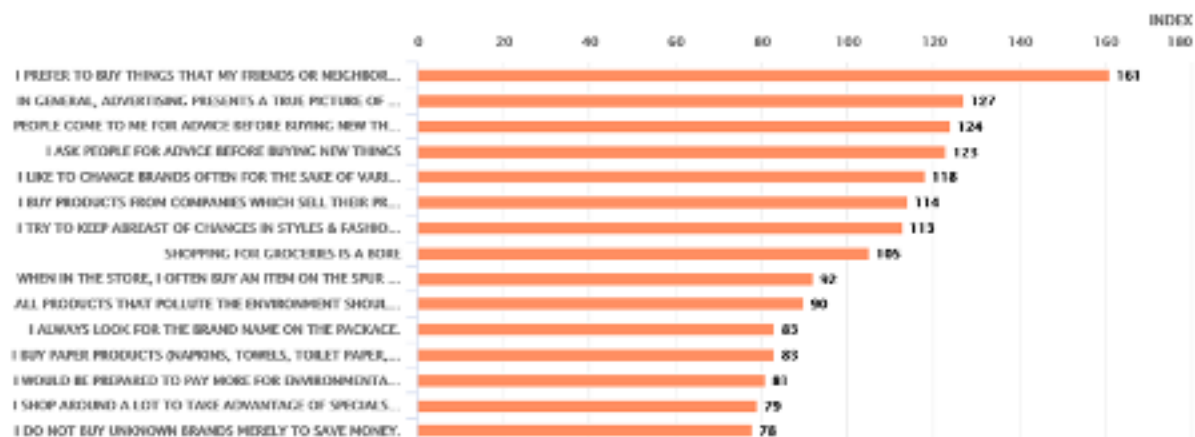
ATTITUDES (SHOPPING) - ANY AGREE



Gen Z (18-20) AND SOCIAL MEDIA: SOCIAL MEDIA USER

SAMPLE (Q)
818WEIGHTED (Q)
12,004,026REACH (Q)
4.9%

ATTITUDES (SHOPPING BEHAVIOR) - ANY AGREE



app. This feature is quite ideal since it adds to the shoppable component. According to yo Hultgren brands can also do takeovers by advertising in the app with still images, GIFs and videos which is something that our client Mr. Clean should consider when reaching out to this target audience.

Consumer Insight #2: Generation Z consumers rely heavily on the approval of products from influencers on Youtube.

A survey was done by portfolio website Visual Objects and they were able to conclude that “While video content is increasingly popular across all age groups, younger viewers are especially drawn to [its] video-centric approach”. Meaning that Gen Z individuals are more drawn to a more video-based representation when it comes to exposure of people, brands, etc. Not only that, but it’s also been determined that Generation Z seeks an immersive web experience that revolves around open exploration, visual creativity, and rewarding interactions due to the exposure that has been given to them from a young age (Hellwig).

YouTube can definitely be a tool used by our client since it has been proven that our target audience frequents it a lot and seeks brand approval through this media. Mr. Clean can take advantage of the use that influencers have since many individuals from our target audience’s generation bracket rely a lot on the approval of any product as long as it’s coming from an influencer they follow.

Consumer Insight #3: Consumers like to purchase products online to avoid the hassle of waiting in long lines and like doing their research on a product from the comfort of their home.

Nevertheless, Mr. Clean’s products are more likely to be purchased in person rather than online. Considering the fact that our client’s products are multi-purpose cleaning essentials that tend to be purchased at supermarkets so it wouldn’t essentially be useful for them to promote its product through online shopping. “Upscale Clicks and Bricks” which are the knowledgeable consumers who do both, buy in-store and online. They tend to look up the items they are interested in and compare them to similar products before they purchase it. Mr. Clean falls under this category due to the broad amount of cleaning products there are. The advantage that Mr. Clean has in this circumstance is that even though Gen Z might side towards doing online shopping. They (Mr. Clean) are part of the products that their target audience are still willing to shop for in actual stores. Overall, it has also been determined that the majority of individuals prefer shopping with their friends.

Consumer Insight #4: Gen Z is very loyal to the brands they are already familiar with, especially if they are a brand that represents platforms that meet their interests.

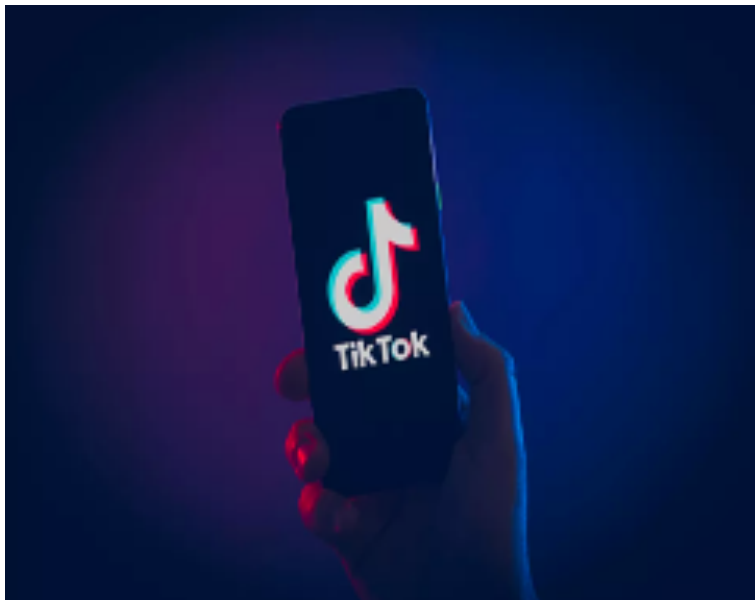
The chart above showcases how the vast majority of Gen Z individuals tend to prefer things that have been recommended to them. This where Mr. Clean needs to find a strategy to present itself as a reliable product since that is the second portion that attracts Gen Z individuals.

After careful research, it has been determined that if Mr. Clean wants to be a brand that successfully targets Hispanics who are Gen Z, they should go ahead and invest more on its marketing in platforms that these individuals frequent the most. Mr. Clean has the disadvantage that since it’s an american brand many of Gen Z Hispanic individuals don’t

know much about this brand since there is a possibility that their target audience already utilize products that they saw their parents use while they were growing up. Due to this, Mr. Clean's best bet is to be more present with how legitimate their products are compared to any other multi purpose cleaner.

Mr. Clean brand has previously been favored by the boomer generation and the older side of the millennial generation. This audience is one of the reasons why Mr. Clean brand has spent more money on more traditional advertising. In the last year, they have spent under \$100 million on advertising in digital, print, and national TV. Some of the most recent Primetime Ads were aired on major cable networks and broadcast, and even a direct ad was placed on CNN. Based on this research our agency recommends these platforms on the basis of the consumer insights below:

Platform 1 is selected because of Consumer Insights #1: A 15 second advertisement on the TikTok social media platform.



Our research shows that our target audience, people in generation Z, prefer entertainment from a relatively new social

media platform known as TikTok. This platform is different from all social media accounts we have seen before because this platform is made-up of only videos. People have the ability to get as creative as they want using millions of choices of sound options and filters to make their videos as unique as they want. These videos can be anywhere from 15 seconds, 30 seconds, all the way to 60 seconds.

Our agency plans to promote Mr. Clean brand on TikTok with an advertisement that is 15 seconds long to keep the attention of the consumers. Although we are focusing on reaching the Hispanic American population in particular, we do want to expand Mr. Clean brand as a go-to product among all generation Z populations. One of the most important strategies we can implement into our campaign to better resonate with the young Hispanic American population is airing our advertisement in both English and Spanish.

In previous years Mr. Clean brand has tried very unique advertisements to try to get people to try and trust in their products. In 2017 Mr. Clean brand had 23 million dollars for their entire TV budget and spent nearly 5 million of that on one ad in the superbowl. Was the risk worth it? This particular advertisement was trying to give Mr. Clean and the idea of cleaning a little bit of sex appeal. Although this advertisement did receive plenty of support, it was more aimed at an older married generation. To be able to attract generation Z we need to give Mr. Clean brand a total face lift by integrating an interactive social media platform like Snapchat.

Platform 1-A is selected because of Consumer Insights #1: An interactive face filter on the Snapchat platform for the duration of 1 month.

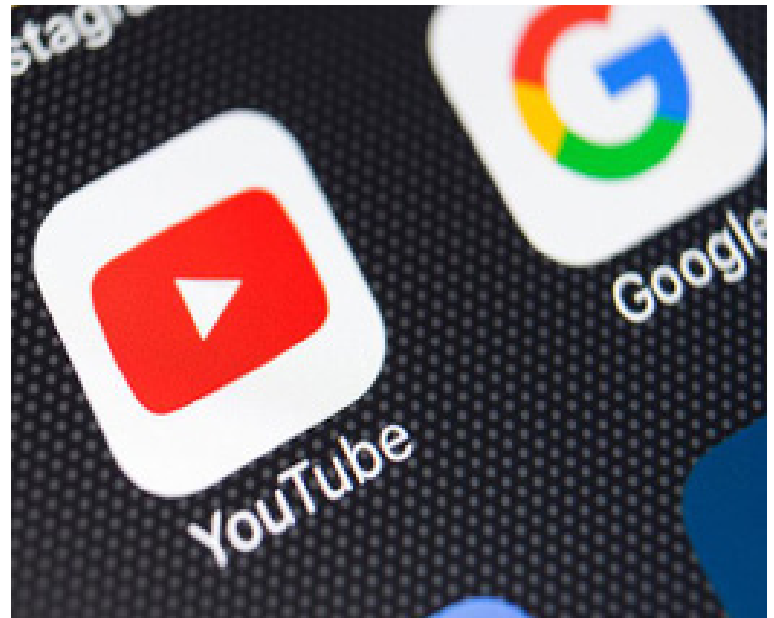
One of the most recent print advertisements for Mr. Clean brand was featured in Good Housekeeping's September 2019 edition. They advertised one of the brands most popular items, the magic clean eraser. According to our research, people who read magazines are usually in the Millennial generation or older. This magazine in particular would not appeal to the young generation we are trying to target. Our agency proposes to advertise the Mr. Clean brand on youtube because approximately 85% of the generation Z population uses Youtube. Of that percentage, 32% say that Youtube is their primary social media.



Platform 2 is selected because of Consumer Insights #2: Our advertisement will take place on Youtube on 2 different forms of advertisements.

As we stated before the research we conducted. The consumers of this online platform have seen that it's a younger audience. This platform allows influencers to create content in a video format that can last from 30 seconds to an hour or more. As influencers create content their videos become monetized. This allows the video to become advertiser friendly. When it comes down to the advertisement the advertiser has an option of creating a 6 second video that is

non-skippable, or a skippable advertisement that can run as long as 5 minutes but the viewer has the ability to skip the advertisement. For every video that has an advertisement that the video has, that's the profit that the content creator receives.



Our strategy involves us to target influencers that have a large hispanic following. As well as those who have a large Gen Z following. Having these non-skippable advertisements placed at the beginning and midway of the influencers video will help us maximize our promotion of Mr. Clean. By capturing the viewer we can also create more brand awareness with other generations and nationalities, and ethnicities not only Gen Z hispanics. Having these advertisements running in Spanish and English helps create a connection to the Hispanic culture. Some of the influencers will be Juanpa Zurita, Salice Rose, LeLe Pons and CaELike. These influencers have a huge following within he hispanic community as well as the Gen Z demographic.

Along with these platforms we will also be using Facebook and Instagram. These two platforms have specific strengths. Facebook is a platform that allows users to post statuses, share photos and statuses, and also allows

users to message one and another. Meanwhile, Instagram functions mainly on sharing photos between users. The photos come with captions as well as the ability to share them to other users. They are also allowed to share other users' posts on their story that allows more users to interact as well as view the post. In terms of the advertising it allows us to target specific cities, and age groups. The advertising will not only be targeting Gen Z Hispanics, but as well can expand to other ethnicities and age groups to be able to maximize our advertisement. Both these advertisements will allow us to put links that will take the customer to the website. Where they can view the products and read reviews.



Mr. Clean has been a brand that is recognized throughout the United States. With the amount of brand recognition that it has is mainly targeting millennials to Boomers. It is missing brand loyalty among Hispanics as mentioned before. We can target Gen Z which has a strong influence on what their parents buy or consume. Using this platform also allows us to keep track on the interactions with the Advertisement. By also having sponsors of certain influencers we can create trust with the consumer.

Positioning Statement

Mr. Clean is dedicated to exceeding the consumer's expectations by providing convenient and simple-to-use products for every member of the household that are affordable and environmentally friendly. Based on the brand equity pillar chart, Mr. Clean's brand has already established itself by becoming a leader in household care products. Through research and development, the brand can increase its brand preference and loyalty to generation Z consumers as well as in the Hispanic community through a digital media campaign targeting this specific demographic group.

Google Campaign

Our first communication objective can be achieved through a trial strategy as labeled in the communication effect pyramid which will allow users to obtain a coupon that gives them 20% off on any of their favorite Mr. Clean products. This coupon is redeemable in all major retailers and can be scanned through their mobile devices.



We will run search engine advertisements on Google's platform when a user searches for a specific term such as, "cleaning products", "antibacterial cleaner", "antibacterial wipes". When a user clicks on our ad, it will direct them to a landing page where a user can redeem the coupon by entering their email address.

onto our subscription list. After a user accepts the terms and conditions, the user's email address is added to our database where we can target them through our email marketing strategies in the future. The email will contain a digital coupon with a barcode that can be used on any of their favorite Mr. Clean products at any major retailer location.

Through demographic targeting on Google Ads platform, we can allocate our budget to target those generation Z consumers who live in major metropolitan areas all over the United States. We believe this strategy will succeed because generation Z consumers tend to be more technically savvy and have more of a probability of clicking on our ads.



Campaign Creative Strategy Objectives

The different types of IMC media that can be used throughout Mr. Clean's campaign is a perspective of how creative and media implementation affects the different types of scopes of media that is selected from campaigns. There are different ways to be able to promote media to a campaign. Product production is the act of advertising for either a short or long term goal of increasing sales such as demand. The way we are able to analyze our creative strategy is by asking the question, "What different effects do marketing investments have from their particular

marketing business?" To be able to answer this question we would have to look at the analysis by the estimated marketing mix, such as Product differentiation, innovation strategies, marketing segmentation, and cost leadership.

Since Mr. Clean is a family brand, and people tend to only use products that we grew up with or are familiar with, the way we would have to get people to start using the brand is the word of mouth. The word of mouth strategy will create marketing buzz, blogs, viral, brand advocates, cause influencers, and social media marketing. The way to promote and manage word of mouth communications, marketers will have to have multiple publicity methods to be able to achieve behavioral response. Since technology is a big part of Generation Z, the pre-existing social networks and other technologies to be able to spread the brand awareness to be able to achieve these objectives is a self-replicating process. Another creative strategy for the Mr. Clean camp gain would be being able to provide consumers with samples. Studies have shown that a majority of people are visual learners, and if a consumer is able to see how Mr. Clean is a more qualified brand compared to other cleaning competitors than it is more likely that consumers will choose our brand in the future. Since we will be trying to sample Mr. Clean to



our competitors then the improved product sampling our marketing team would use is coupons, direct mail, supermarket distribution, door-to-door, distributing samples in public places, gift pack kit, and attaching samples to retail packages.

Along with our research we found that our target population has lots of brand loyalty to the brands their families used when they were children. This can be rooted back to research that shows Hispanic American households are very connected to their culture and believe in keeping traditions. We believe that by promoting Mr. Clean in both English and Spanish we will avoid alienating other ethnicities from the image of the brand and we will be able to better speak to our target population. We want to really get our target population to understand that we are diverse and get them to commit their brand loyalty to Mr. Clean brand for day-to-day household use.

Snapchat is a platform where people can take photos or videos using a silly face filter, make edits, and send to private friends or add to their story. Approximately 70% of people who are Generation Z are daily users of this platform. Of that percentage, 35% say that it is their most used social media platform. What is unique about this platform is that people can really be creative with use of filters, stickers, bitmojis, borders, fonts, and past photos. Snapchat was the first social media platform that designed it so that all content will erase in 24 hours and it was all live photos and videos.

Our agency wants to create a filter that is interactive in two ways:

1. Creating a silly face filter that people can take a photo with and send privately to friends. This will create more brand awareness with people who have never heard of the Mr. Clean

brand or reinforce brand loyalty for those who are already familiar with the brand.

2. Turning the face filter into an interactive game. While a person is using the filter virtual stains will begin to pop up on the screen. The person can Zap it out with one of Mr. Clean's popular cleansers to clean the screen. This is a great way to advertise the power and reliability of Mr. Clean products while the user is enjoying a fun and entertaining game.



Campaign Effectiveness Metrics

To track our campaign effectiveness, we will use the following metrics to track progress and to make any adjustments, if necessary. For our Google campaign, we will be using Google Adwords to track our search engine advertisement spending as well as gain insights on who is clicking our advertisements. We will also use Google Analytics to track the number of visitors to the landing page and the conversion rate of those who submit their email to our subscription list.

These metrics include:

Click Through Rate
Subscriptions
Bounce Rate
Web Visits

For our social media campaign, we will use the corresponding analytics according to each of the specific platforms. For Facebook and Instagram, we will use Facebook's analytics and ad manager. When creating a Facebook business page, the Instagram account can be linked and both Facebook and Instagram advertisements can be created under Facebook's Ad Manager. For Snapchat, we will be using Snapchat's own ads manager, which is similar to Facebook and be able to measure our conversions and budget spending.

These metrics include:

Clicks
Subscriptions
Social Sharing

For our radio streaming campaign, advertisement management will be run by the specific platform we will be using. Pandora and iHeart radio each have their ad management accounts which allow us to implement our radio strategy and track its progress as it goes along. iHeart uses its AdBuilder service which allows us to track our advertising which is broadcasted to 138 million users nationwide.

These metrics include:

Views
Listeners
Click Through Rate

References

Gen Z shoppers love the physical customer experience. (2020). RetailCustomerExperience.Com, N.PAG.

Hultgren, K. (2019). How Marketers Can Use Tiktok to Engage Gen Z Consumers. Promotional Marketing, 1.

HELLWIG, B. (2019). The Social-Media Channel Where You'll Find Gen Z. Dance Retailer News, 18(4), 7.

Why You Need a Creative Strategy In Your Marketing Plan (2019) Laura Lake, Small Business in Marketing, 1.

Marketing Strategies You Can Use (2018) Ana Gotter, Marketing PPC, Social Media, Disruptive Advertising

Neff, Jack. (January 26, 2017). SEE MR. CLEAN BECOME SEXY, AND REAL, AS A MEN'S ROLE MODEL IN SUPER BOWL AD. AdAge. Retrieved from: <https://adage.com/creativity/work/cleaner-your-dreams/50693>

