



JAY CHIAT AWARDS

July 2015

SUMMARY

How do you take a highly functional air care brand and recast it through an emotional brand story that will drive sales? This is the challenge we tackled with Air Wick, resulting in the new brand platform Home is in the Air.

The air care category is innovation driven and filled with clichés. So for years, Air Wick followed the pack and played to these norms, relying on new nozzles and subtle pack tweaks to entice consumers. But after several consecutive years of innovation misses, Air Wick recognized the need to stand for something in consumers' minds and begin building equity.

We uncovered a simple, universal truth: for air care users, scent is a tool for self-expression in the home. It may sound obvious, but no brand had ever presented air care as a part of home design. Just like the paint on the walls and the throw pillows on the couch, scent can help you make your house a home.

We leaned into that insight in the Home is in the Air campaign. By linking our brand to home creation, we created a very different type of air care brand and reversed Air Wick's sales trajectory in the process.

THE BACKGROUND

A BRAND WITHOUT PURPOSE

Air Wick has historically been driven by format innovation, lacking a point-of-view on what lies within their products: fragrance. Messaging has been caught in an endless cycle of new gadget one-up-manship, and even worse, meaningless category clichés.

But relying on CPG innovations to market a brand is risky. It means making an even heavier bet on every single thing that comes out of R&D— because if the innovation fails, so does the campaign. Air Wick's bottom line was buckling under this volatile communications strategy, and its key competitor, Glade, was stealing share every time an Air Wick innovation didn't quite hit the mark. When all a brand stands for is the newest nozzle or the most ergonomic bottle, it's difficult to actually build a brand.

Our brief was to restore profitable growth to Air Wick by creating an emotional brand story. The challenge was to do it in a way that would work across cultures, from the US to Malaysia to Uruguay.

What we needed was an emotional, universal truth to root our story in.

THE STRATEGIC JOURNEY

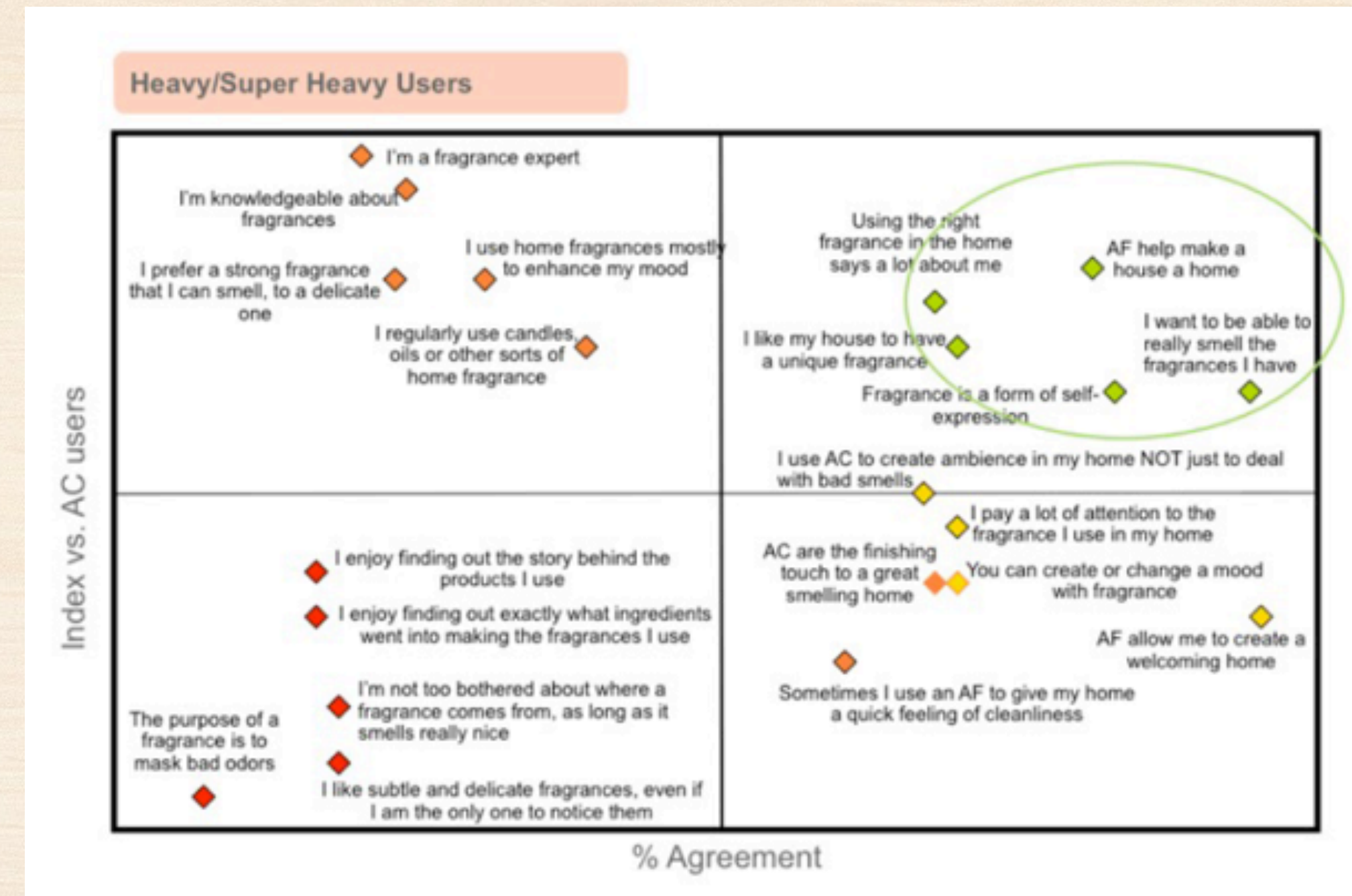
A SHIFT IN PERSPECTIVE

To win in the air care category, you have to win with the hyper-loyal consumers deemed “heavy/super heavy users.” They make up only 20 percent of the market, but they drive more than 80 percent of sales—so we knew that our key to unlocking an emotional truth was with these air care obsessed loyalists.

Not surprisingly, these women are incredibly passionate and emotional about air care. But we found that the emotional benefit of scent stretches far beyond the category. For our target, it’s not just about scent. It’s about how scent can help her make her house a home.

So we recast our target, not as air care users, but as home creators, and in doing so opened up an entirely new way to look at the category.

If we were going to understand the emotion of air care, we had to understand the emotion of the home.



Air Care Attitudinal Statements

Source: Home Air Care Custom Study , Market Probe 2013

THE STRATEGIC JOURNEY

UNDERSTANDING SCENT WITHIN THE HOME

To understand the emotion of the home we needed to get inside of it. So we enlisted custom qualitative research not only in the US, but across a strategic range of key territories— including nascent (India), developing (Brazil) and challenger (France) markets.

We found that around the globe, while tastes, cultures and economic realities may differ, there's a unifying aspiration for all home creators: to use the home as a platform for self-expression.

And scent, according to this consumer, is an integral and emotional part of this creative process.



Source: Russell Research Custom Survey 2014

“I use fragrances to complement my home decor and/or the mood I want to create in my rooms. Warm welcoming feel in the living room, cozy feel in the den”

“I can change the feel or ambiance with many different kinds of scents by coordinating the scent to the color of the room. “

This represented a huge disconnect from what the category had been saying for years. Air care brands had always tapped into the power of scent to transport and transform. One spray and you're whisked away to Hawaii, a single whiff and your living room becomes a field of lavender. Our consumer just didn't buy it.

The truth is that scent isn't what makes her house a home— she is, scent just helps her do it.

Like paint on the walls or pillows on the couch, scent is one of many tools she uses in the process of home creation.

THE STRATEGIC JOURNEY

SCENT WITHIN CULTURE

So, what was Air Wick's role in all this? To align the brand with a future-facing, culturally relevant point of view on fragrance, we went beyond the home and into culture, assembling a team of experts that would help us think about the role of scent in a whole new way. Everyone from architects to scent scientists to anthropologists to chefs.



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After hours of interviews and discussions around everything from interior design to scent psychology, we uncovered a fundamental truth: scent, at its most primal level, is a silent, invisible communicator. It helps us set boundaries between spaces, to send signals, to say things.

One of the most powerful tools we have to communicate is something we can't even touch:

the air. In our homes, scent can help us say what we want to say, make it feel how we want it to feel. A vanilla scent in the living room can help us say “cozy”. Lavender in the bathroom coaxes us to “relax.”

And that led us to an idea: home doesn't feel like home until it's in the air.



THE BIG IDEA:

HOME IS IN THE AIR

HOME IS IN THE AIR

Men in hard hats may have built the house, but it takes you to make it into a home. To give it a voice. A personality.

Every room is a canvas. Created with paints, patterns, pots and pans. To fill with love, family and warmth. To say something. To make you feel something.

It's in the furniture you choose. And every picture you hang. Your favorite pillow from that great trip. Family heirlooms you just can't get rid of. They are the things that make us who we are. Each and every place made special by you.

Yet one of the most important elements of the home is something you can't even touch. It's intangible, but it's everywhere. It's crucial, it's beautiful, it's air.

Scent unlocks the home. It says what you want it to say. How you want it to feel. The family room doesn't say cozy, until cozy is in the air. The bathroom doesn't say calm, until calm is in the air. The dining room doesn't say "welcome home," until it's in the air. Refreshing citrus oils highlight the freshness of a kitchen. Ocean-scented candles make the master bath almost spa-like.

Air communicates emotions, memories. Triggers something in its guests. Hugs the family in it. Scent engages all of the senses. And together it feels like home.

When the air says family, **HOME IS IN THE AIR.**

BRINGING THE IDEA TO LIFE

**TO BRING THIS ENTIRELY NEW POSITIONING TO LIFE FOR CONSUMERS,
WE TOOK A THREE-PHASE APPROACH:**

BRING
THE INSIGHT
TO LIFE



ESTABLISH
THE ROLE OF
THE BRAND



PROVE THE
PRODUCT
PAYOFF

HOME IS IN THE AIR

BRINGING THE INSIGHT TO LIFE

To introduce this idea, we first demonstrated the importance of “the air” in the home, by capturing the scents of a serviceman’s home and sending them to him overseas. This highly emotional story helped us to establish what is, in essence, a highly cerebral idea in an approachable and understandable way that consumers could engage with.



Source: Fox.com



Tressena Jones I just saw this video/commercial on youtube as I was listening to music. I was in tears. How beautiful and wonderful. I just wanted to Thank You Air Wick for valuing families, especially families like this one that is separated during the holidays.

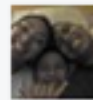
Blessings to this family and to Air Wick ❤️

Like · Reply · 👍 1 · December 21, 2014 at 5:22pm



Angel Walsh I love this video!
It's so true how a scent can connect us to a memory and bring it to life. What a special way to bring a loved one home again who has to be away from home.

Like · Reply · 👍 10 · December 11, 2014 at 8:15pm



Trina Aolani Lorenzo Esene Totally was gonna "skip" this ad on YouTube, but my 6yo said "no, please may I watch this!" So happy we watched. ❤️ Beautiful!

Like · Reply · 👍 1 · December 20, 2014 at 11:55am

Source: facebook.com/airwick

HOME IS IN THE AIR

ESTABLISHING THE ROLE OF THE BRAND

We then added dimension to this with a branded TVC that showed the interplay between the home and the air that inhabits every corner of it. We even allowed people to tell us what Home is in the Air means to them through a social media activation, establishing Air Wick as the brand that helps you put home in the air.



“Home Is”



Source: UGC airwick.com/homeis

HOME IS IN THE AIR

PROVING THE PAYOFF THROUGH PRODUCT

While we needed to move above simply communicating product innovation, we couldn't move away from it completely. And 2015 featured one of the most important innovations the category has seen in the past decade: Life Scents, a breakthrough fragrance technology with three constantly changing scent notes in a single fragrance. To communicate the product news within the brand message, we demonstrated how Life Scents' constantly changing fragrance helps you say what you want in your home.

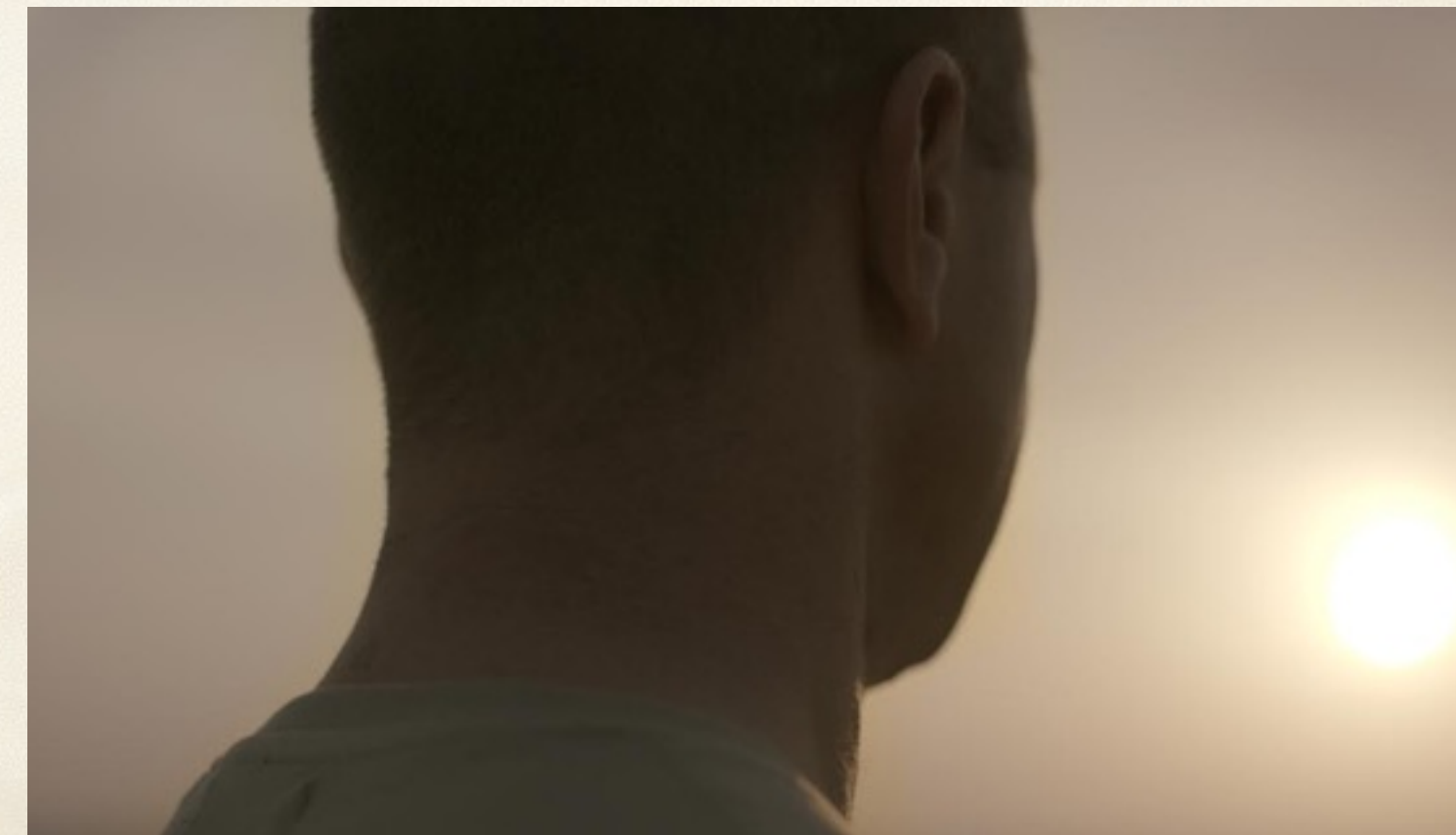


“Stay a While”



RESULTS

1. WE GOT INTO THE CULTURAL CONVERSATION



2. WE CHANGED THE WAY PEOPLE TALK ABOUT US



CONSUMER CONVERSATION PRE-CAMPAIGN



CONSUMER CONVERSATION POST-CAMPAIGN

3. AND AT THE END OF THE DAY, WE DROVE SALES

The new positioning helped grow the brand in the US by 5 percent, ending a five-year streak of year-on-year decline and outpacing category growth by 28 percent.

Being the first brand to link air care to home design, we created a very different kind of air care brand.

Because with Air Wick, Home is in the Air.



THANK YOU