GAIA CAMPAIGN
BUSINESS CHALLENGE
2022

DIRT FOR GOOD

OUR DETERGENTS ARE PRESENT IN MORE THAN 80 MARKETS

+80 MARKETS

SELLING 970 PRODUCTS PER SECOND

IS WORTH 3.6 BN

WE SELL 970 PRODUCTS PER SECOND

WE REACH 1.6 BN CONSUMERS A YEAR

We live in a changing world

OUR SOCIETY & PLANET ARE UNDER THREAT

AND THE SITUATION IS GETTING WORSE

FIRES

GARBAGE

FLOODS

Sustainable initiatives drive consumers preference in most markets

71% of consumers
seek for sustainable benefits

51% of consumers
look for plastic responsible products

GAIA CONTEXT

As a detergent brand, our place has traditionally been in the home. And yet the impact of our products goes far beyond the regular family routine. Our focus must broaden to encompass not just the individual family home, but the community it sits in.

Every home belongs to a community and these communities make up the world. Broadening our perspective uncovers more opportunities for change and higher positive impact.

GAIA PURPOSE

POWERING UP CHANGEMAKERS TO GET DIRTY FOR GOOD

Gaia Campaign is all about taking action for the collective good.

It means unleashing human potential, getting stuck in and getting dirty to make a difference. It is about promoting positive change in our world, our communities and each other.

THE PEOPLE WE SERVE

People who recognise the importance of freedom to unleash humankinds' desire to positively impact the world

Compassionate, socially driven, united by a mindset not an age. Old and young, married or single, male or female or anywhere in between. We serve those people that want to take action, big or small, in order to make a positive impact on the world.

SUPERIOR+ SUSTAINABLE PRODUCTS

Top performance is our hallmark, and at no point will we fail to live up to the functional promise of our products.

Yet, everyday consumers grow more concerned about the sustainability of their products – from ingredient sourcing to production methodology to disposal.

Our mission is to continue to deliver top performance by using ever-more sustainable technology.

NEVER COMPROMISING ON CLEAN, WHILE DOING OUR BEST TO CARE FOR OUR PLANET.

ΜΕ ΑΝΑΚΥΚΛΩΜΕΝΟ

ΠΛΑΣΤΙΚΟ

100% ΑΝΑΚΥΚΛΩΣΙΜΗ

ΣΥΣΚΕΥΑΣΙΑ

CREATIVE IDEA

It feels like the world is changing more and faster than ever.

It's all around us. On the news, in our social feeds and part of the conversation of daily life. We all have a view. We tweet, we share, we like a video. And we convince ourselves we are making a difference. But are we? Are we helping create real change, the change we want to see?

This campaign asks people to think about real change, and how you make it happen. Real change isn't created from a comfy chair. Or through a screen. It happens when you get out there, roll your sleeves up and get your hands dirty.

BECAUSE CHANGING THINGS FOR THE BETTER IS DIRTY WORK

Click on SKIP TVC

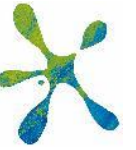ENGAGE
PEOPLE
WITH OUR
BRAND

POWERING UP CHANGEMAKERS TO GET DIRTY FOR GOOD

GAIA CAMPAING IS ALL ABOUT TAKING ACTION FOR THE COLLECTIVE GOOD

It means unleashing human potential, getting stuck in and getting dirty to make a difference.

It means working together to promote positive change in our world, our communities and each other.

BRAND SAY + BRAND DO

BRAND SAY
THAT
CELEBRATES
ACTION

REAL CHANGE HAPPENS WHEN YOU ROLL UP YOUR SLEEVES

POWERING UP
CHANGEMAKERS
BY EMBEDDING
OUR GAIA BELIEFS
IN EVERYTHING
WE
'SAY' AND 'DO'

BRAND DO
THAT
EMPOWERS
ACTION

PARTNERSHIPS/PROGRAMMES TO TAKE ACTION ON THE THINGS WE CARE ABOUT

GAIA

BRAND DO BUSINESS CASE & CHALLENGES

CHALLENGE

HOW CAN WE MAKE GAIA CAMPAIGN FAMOUS FOR BEING A CHANGE CATALYST?

GAIA campaign embraces "real change".
We have currently relaunched our liquid detergent Skip, to include higher levels of PCR (post consumer recycled) plastic, made our bottles 100% recyclable and contain 100% natural based enzymes that remove stains.
By doing this at scale, and in tandem with our powerful Brand Say, we wish to power up the world's changemakers, and hope to motivate and mobilize "real change' throughout the detergent industry.
How can Skip be recognized as a catalyst for change leveraging our Brand Purpose programme to tap into wider cultural conversation around youth empowerment and ultimately drive fame outside of the traditional laundry moment?

REQUEST 1
Consider our brand's touchpoints how can we use these (and others we have not yet considered) to raise awareness and empower world's changemakers to take action:
- How can we drive engagement?
- What parallels can we learn from other brands? Please share examples of brands that have managed to extend their brand beyond their core product offering
- What partnerships could we consider and why?
- How can we leverage our packs and additional touchpoints to engage parents?

REQUEST 2
What communication, assets and/or activation ideas could we develop to help drive awareness, engagement and bring purpose to life?
- What channels should we consider to raise awareness and drive engagement?

JUDGING CRITERIA

- **COMMUNICATION EFFECTIVENESS:**
  Communication ideas and assets that are scalable across different media channels and can generate conversation and debate.

- **BRAND AFFINITY:** A campaign that is on brand and demonstrates how our purpose is relevant to wider current societal context.

IMPORTANT INSTRUCTIONS

Please form a group of *three* to solve the case.

On **initial round**, you will share the solution to us in the link provided.

If you are a successful team to present to Unilever Jury members, you will be invited to **2nd round** to be held in your respective country in Jan/Feb 2022. During the event you will have 10 min to present your solution/ Presentation that you have submitted.

You can share creative materials for the jury to showcase your idea (banners, posters, Point-of-sale material).

If you are champions to your respective country round, you will be invited to **3rd Regional Round** planned for 1st week of March 2022. Five countries across East Europe will participate for the Regional championship. You will have 8 Min to present the case to Unilever East Europe Leaders

If you are the Regional Champion, you will move to **final round in Global Unilever Future Leaders League to be held in June/July 2022**