

## Direct Mail Case Study



Persil: Dirt is good



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Sector & Brand: Retail, Unilever

Country: UK

Date: July 2008

### Background:

Who was the advertiser?

Unilever is the world's third largest consumer goods company as of 2011 revenue comparisons and has a multinational distribution reach, including food, beverages, cleaning agents and personal care products. It was first established in 1930, and operates as a dual-listed company both in Rotterdam and London. Unilever PLC market capitalisation as of 23<sup>rd</sup> December 2011 was £27.3billion. Persil is Unilever's premium washing detergent brand in the UK.

What was the challenge?

The challenge was to promote the ability of Persil to clean children's clothes however dirty they got through playing both indoors and outside.

What were the objectives of the campaign?

Against the backdrop of the concerns over 'cotton wool' attitudes towards children, Persil initiated the Dirt is Good campaign which encouraged unstructured play for children and the freedom to get messy without it impacting on their clothes or having costly implications. In 2008 this was supported by the launch of Every Child Has The Right campaign.

Who was the target group?

Mothers, parents and those involved with child care.

Case Study: Unilever

## The campaign in detail:

Which media were used?

This was a campaign using mail, take-ones and an online microsite.

What was the mailing approach?

The direct mail piece was in the style of an old-fashioned scrapbook that both mother and child could enjoy together. It was handed out at screenings of Wall-E, Playday events, mailed to mums directly and time to reach them before the summer holidays.

What was the creative concept?

The scrapbook had plenty of space for drawings and writing, but also lots of ideas about what to do, Play, Create, Explore, Imagine and Experiment, games in the park and writing stories. It was also possible to sign up for the online scrapbook which could be shared with friends and family. There was an accompanying letter explaining to mums why such play was so important to child development with more ideas for playtime activities provided online. There were also coupons for money-off Persil products included with the scrapbook.

## The results

- Due to the commercial sensitivity of the information not all the results are available but Unilever stated coupon redemptions were very good.
- In the first two weeks the number of unique visitors to the [www.persil.com](http://www.persil.com) website was 26,053 and there were also 8,437 who went to the scrapbook area.

