

Consumer Research: Tide PODS Plus Downy



TIDE dominated Toronto's Union Station to promote their latest product, Tide PODS® Plus Downy®. A dedicated TIDE team was on-site handing out over thousands of samples of the product along with complimentary TTC tokens to commuters to ride the subway for free that day.

Media Agency:
Creative Agency: Hearts & Science Company
Client: Tide
Year: 2017

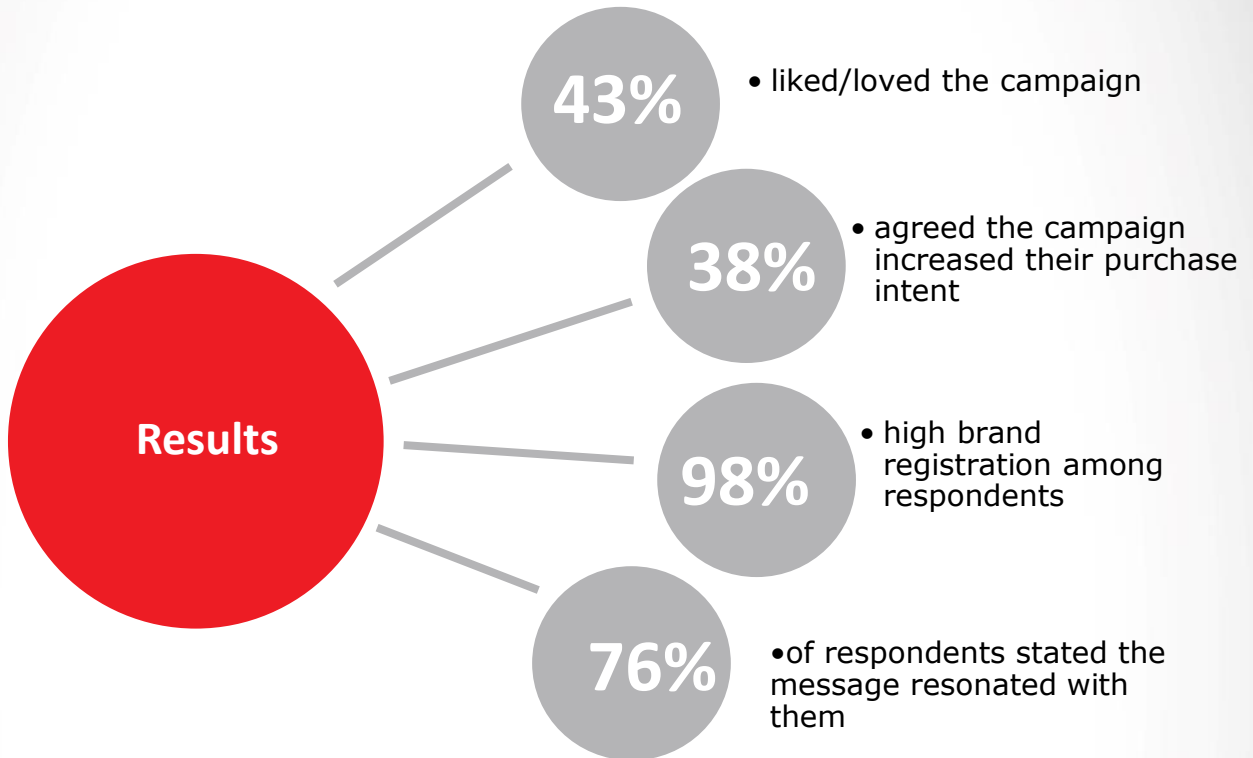


Research Sample

- Toronto Principal grocery shoppers who have used or purchased laundry detergent in the past 6 months

Main Message Key Feedback

- The Tide brand stood out in the ads, about half recognized the co-branding and innovation with Downy specifically. Secondary messages of the core benefits of Tide also registered.



▶ Consumer Comments on Main Message

"Combining detergent & fabric softener is good & a time saver"

"Tide and Downy have arrived and will treat your clothes better"

"Tide pods now have Downy included in them"

"Tide laundry pods are better for your clothes than other brands."

Source: BrandSpark Consumer Panel 2018