



2021 WPP TALENT AWARD Brief 2

Job to be done

Develop a new creative platform and a new communication ecosystem able to make Chilly reach the challenging marketing objective, contributing at the same time to build Chilly as a brand driven by a precise brand purpose (see below).

Objectives

- **Increase Market Penetration.** The intimate hygiene market has a clear penetration problem: if compared to other categories (shower gel) is far from full potential. For example, the €/Capita ratio (Intimate Hygiene products vs shower gel) in Italy is 2.3€ vs 5.3€, in Spain is 0.4€ vs 5.3€, in Netherlands 0.4€ vs 9.6€, in Slovenia Netherlands 0.7€ vs 10€.
- **Communication objectives**
The new Chilly advertising ecosystem must build Chilly on two dimensions:
 1. **Chilly as an “educator brand”:** make women understand why it is important to use specific products for intimate hygiene. Chilly want people to use intimate cleansers making them perceive intimate hygiene as a joyful routine. The target have to think that their intimate is not just any part of their body. That’s why they will have a daily routine that they will enjoy as much as hair or skin care.
 2. **Chilly as a “purpose driven” brand.** Chilly’s purpose (the «why» behind the brand stated as the positive role that the brand wants to have on people, society and the world), that has to emerge in the communication ecosystem, is “**to encourage sisterhood through authentic and intimate connections**”. Chilly values and wants to encourage positive, authentic relationship between women who support each other.

Target

Communication target

Intimate Hygiene non-users 18+ who today do not understand the difference between a generic soap and an intimate cleanser.

Current target mindset

«I do not have any particular discomfort, I believe that the same soap I use for the whole body also suits my intimate hygiene. I have always done so and nothing has ever happened to me».

Current target habits

Sanitary: under the shower or, in the case of Italy and Spain, also using the bidet. Products: shower gel

Insight & Big Idea

WE DON'T NEED TO BE FRIENDS TO BE SISTERS.

“Empathy between women is something instinctive, almost embedded in our DNA.

Female complicity, in fact, takes a simple look and is not exclusive to relationships between friends:

for women it is not even necessary to know each other, to understand each other on the fly and to enter immediately into intimacy. Because even before being friends, we're all instinctively sisters”.



Brand benefits & key points of differentiation

- **Functional benefit:** “Sensorial intimate hygiene to feel your most sensitive part respected”. Chilly’s sensorial products take effective but delicate care of your femininity.
- **Emotional benefit:** “feeling good in our own intimacy: You may notice or not our make-up and hair-do, but you will feel the sparkle of our smile.
- **Key points of differentiation:** “Sensorial Intimate hygiene”: pH respecting and sensorial formulas to make you really feel the product’s benefit”.

Executorial assets | Brand personality

The new adv **should not be just informative**. It has to create an emotional bonding with women while **expressing Chilly’s personality** (Youthful, Lively, Friendly, Wonderful. Never patronizing nor blue or detached but also never heavy, empty-headed or silly).

Practical requirements

- Communication strategy to achieve the objectives.
- Development of a new creative platform able to be declined on different touchpoints.
- Mandatory touchpoints to address: ADV (TV + Digital)
- Secondary touchpoints to address: Social contents, visibility in store, events & consumer activations.

Deliverables

Board one page, no video / audio files