



2007 WONDER TABLITZ PRODUCT LAUNCH

Publicity and Media Relations Campaign
Developed & Executed by Sweeney

Situation

Wonder Tablitz Corporation tapped Sweeney in July 2007 to provide national trade and consumer publicity and media relations support for the launch of its new brand of household cleaners, Wonder Tablitz. Unlike traditional liquid household cleaners, Wonder Tablitz features three patented effervescent cleaning tablets stored in a patent-pending, empty trigger spray dispenser, delivering 96 ounces of cleaner in one standard 32-ounce container. Wonder Tablitz provides consumers with the following benefits:

- cost savings – costs up to 50% less than traditional cleaners
- convenience – reduces trips to the store and increases storage space
- environmental benefits – reduces the carbon footprint and plastic bottle and cardboard production waste by two thirds or more

Wonder Tablitz became available to consumers nationwide at Bed Bath & Beyond and Ace Hardware during the 4th quarter of 2007. The agency launched the publicity and media relations campaign in August.

Campaign Highlights

Despite a limited budget, the Wonder Tablitz publicity and media relations campaign was effectively launched in September and October 2007, and achieved significant success.

Total number of trade and consumer media outlets receiving press kits:

3,000+ Media Contacts

Total 2007 consumer and business impressions resulting from campaign:

9,000,000+ Impressions*

Coverage to date in more than 70 major trade and consumer media outlets, including:

**Real Simple
The Atlanta-Journal Constitution
The Seattle Times
Packaging World
Shelf Impact**

Substantial online coverage through consumer and industry home, environmental and packaging sites and bloggers, including:

**We Can Live Green
Sustainable is Good
Dieline
The Housekeeping Channel**

Listing of Wonder Tablitz in Datamonitor's ProductScan article as a top 10 packaging trends to watch for in 2008:

International Exposure

Objectives/Strategies

The Wonder Tablitz national consumer and trade publicity and media relations campaign focused on creating awareness of the Wonder Tablitz brand and new product concept. Additional objectives included: (1) begin building an understanding of and preference for the Wonder Tablitz brand; (2) drive consumer, commercial and retailer traffic to the Wonder Tablitz Web site to educate audiences about the product's features and benefits and encourage consumer product trial; (3) drive consumer and commercial traffic to retailers to purchase and trial Wonder Tablitz.

In order to achieve the objectives the agency focused on three primary strategies:

1. Conduct audits with consumer and trade media to determine and document awareness and perceptions about household cleaning products, cleaning tablets, environmentally friendly cleaning products and the Wonder Tablitz brand.
2. Determine the most effective Wonder Tablitz positioning and key messages for the consumer and trade media.
3. Conduct a national publicity and media relations campaign to unveil Wonder Tablitz to the trade and consumer media.

Approach

The agency employed a media audit with print and online media. The purpose of the media audit was to accomplish four objectives. First, determine which criteria are most important to the media when evaluating household cleaning products. Second, determine the environmental benefits important to the media. Third, determine the media's awareness level of cleaning tablets. Fourth, gauge the media's interest in learning more about Wonder Tablitz.

The media audit results were used along with secondary research to craft the Wonder Tablitz positioning and key messages for consumers, retailers and consumer and trade media. Based on the results, the agency determined that the following benefits were most important to the target audiences:

- Product performance
- Cost
- Environmental benefits
- Innovation
- Convenience

The agency crafted primary and key messages that incorporated product performance, cost, environmental benefits, innovation and convenience and ensured these messages were consistent throughout all the written and verbal media communication.

Once the primary and key messages were crafted, the agency began implementing the publicity and media relations campaign in two phases. First, the agency targeted the trade media and influential industry bloggers, including packaging, retail and environmental magazines, Web sites and industry blogs.

The agency's strategy was to first build brand among the trade media to provide momentum and credibility for Wonder Tablitz prior launching it with the consumer media. About one month after launching Wonder Tablitz to the trade media, the agency introduced the new line of household cleaners to the consumer media and influential consumer bloggers, including print, broadcast and online.

The approach for both the trade and consumer media included distributing an electronic press kit with downloadable, high-resolution photography, conducting media calls and distributing product samples when requested. The agency targeted bloggers on an individual basis based on blog content and distributed product samples to bloggers when requested.

Deliverables/Results

Following are the deliverables and results the Wonder Tablitz publicity and media relations campaign has achieved to date.

- Established a comprehensive media and blogger database that includes 75% consumer (print, broadcast and online) and 25% trade media
- Conducted media audits with 12 consumer and trade media and developed a media audit assessment
- Established positioning and key messages
- Developed consumer and trade news releases, including: tailored releases for pet, senior, packaging and environmental media
- Created press materials, including: biographies, product fact sheets, tablet technology backgrounder, tablet instructions and questions and answers
- Developed and distributed consumer and trade electronic press kits to more than 3,000 media contacts
- Developed and distributed “Live green and easy” tips to more than 2,200 U.S. weekly papers
- Distributed 86 hard copy press kits and product samples to trade and consumer media and bloggers
- Secured a total of 75 article placements
- Reached more than 9 million people through print and broadcast media coverage

** Total media impressions do not include online clips.*