



P&G'S "SHARE THE LOAD" CAMPAIGN

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Abstract:

P&G India launched a digital marketing campaign in 2019 called "Share the Load" to promote its Ariel brand of laundry detergent. The campaign was aimed at raising awareness about gender inequality and encouraging men to share household chores with women. P&G used a mix of social media, digital video ads, and influencer marketing to reach its target audience.

Key Words: P&G, Procter & Gamble, Share the Load, Marketing Management, Case Study

Introduction

Procter & Gamble (P&G) is a multinational consumer goods corporation that sells household and personal care products. It has a presence in over 180 countries, including India. In 2019, P&G India launched a digital marketing campaign called "Share the Load" to promote its Ariel brand of laundry detergent. The campaign aimed to address the issue of gender inequality and encourage men to share household chores with women.

Background

The campaign was launched in India because of the prevailing gender inequality in the country. According to a survey conducted by the National Sample Survey Office, women in India spend almost 10 times more time on unpaid care work than men. This disparity in household chores is an impediment to women's empowerment and contributes to gender inequality. P&G recognized this issue and decided to launch a campaign to address it.

Problem



The primary problem faced by P&G was how to promote its Ariel brand of laundry detergent while also addressing the issue of gender inequality. P&G wanted to create a campaign that would resonate with the target audience and encourage them to switch to Ariel while also raising awareness about the issue of gender inequality.

Through Process

The marketing team at P&G came up with the "Share the Load" campaign to address the issue of gender inequality while also promoting the Ariel brand. The campaign was designed to encourage men to share household chores with women. The team chose to use digital marketing channels, including social media, digital video ads, and influencer marketing, to reach its target audience.

The campaign featured a series of videos that showcased the impact of gender inequality on households. The videos depicted men who were initially resistant to sharing household chores but eventually realized the importance of doing so. The videos ended with the tagline "Why is laundry only a mother's job? Share the load."

The marketing team also partnered with influencers on social media to spread the message of the campaign. These influencers included bloggers, celebrities, and social media personalities who shared their own experiences of gender inequality and encouraged their followers to share the load.

Solution

The "Share the Load" campaign was successful in achieving its goals. It raised awareness about the issue of gender inequality and encouraged men to share household chores with women. The campaign also had a positive impact on the Ariel brand. Sales of Ariel detergent increased by 76% during the campaign period.

Outcome



The "Share the Load" campaign was a huge success for P&G. The campaign generated over 90 million views and over 1.4 million social media engagements. The campaign received widespread media coverage and was recognized with several awards, including a Cannes Lions award. The impact of the campaign extended beyond India, with P&G launching similar campaigns in other countries.

teaching notes for the P&G India "Share the Load" campaign case study:

Objective:

The objective of this case study is to explore the effectiveness of P&G India's "Share the Load" campaign in promoting its Ariel brand of laundry detergent while raising awareness about gender inequality in households. The case study will examine the marketing strategy adopted by the company, the challenges it faced, and the outcomes of the campaign.

Teaching plan:

Introduction: Start by introducing the case study and providing some background information on P&G India and the "Share the Load" campaign. Briefly discuss the problem that the campaign aimed to address - gender inequality in households - and the marketing strategy adopted by the company.

Analysis of the Marketing Strategy: Discuss the marketing strategy adopted by P&G India, highlighting the key elements of the campaign's success. Ask students to identify the strengths and weaknesses of the campaign's marketing strategy.

The Problem and the Solution: Analyze the problem that P&G India faced and the thought process followed by the marketing team to develop the



"Share the Load" campaign as a solution. Ask students to brainstorm alternative solutions that could have been considered.

Expected Outcomes vs. Final Outcomes: Discuss the expected outcomes of the campaign and compare them to the final outcomes. Analyze the campaign's effectiveness in terms of brand awareness, consumer engagement, and behavior change.

Discussion: Lead a class discussion on the success of the "Share the Load" campaign. Encourage students to share their opinions on the campaign's effectiveness and identify any areas for improvement. Ask students to reflect on the importance of corporate social responsibility and the role that marketing can play in promoting social causes.

Conclusion: Sum up the key takeaways from the case study and discuss how the lessons learned can be applied to other marketing campaigns.

Assessment:

Students can be assessed on their ability to:

- Analyze the marketing strategy adopted by P&G India in the "Share the Load" campaign
- Evaluate the effectiveness of the campaign in terms of brand awareness, consumer engagement, and behavior change
- Identify areas for improvement in the campaign's marketing strategy
- Reflect on the importance of corporate social responsibility and the role that marketing can play in promoting social causes.

The Case

Procter & Gamble (P&G) India launched a digital marketing campaign called "Share the Load" in 2019 to promote its Ariel brand of laundry detergent. The campaign was aimed at raising awareness about gender inequality and encouraging men to share household chores with women. The campaign focused on the insight that, despite a lot of progress in gender equality,



women still bear the majority of household chores, including laundry, and that men should share the load.

The campaign was launched on March 6, 2019, to coincide with International Women's Day. It was created by the advertising agency BBDO India and featured a series of videos that highlighted the issue of gender inequality in household chores. The videos featured real-life situations where women were shown struggling to balance their professional and personal lives, and their male partners were depicted as not doing enough to help them with household chores. The videos ended with a powerful message urging men to share the load and help their partners.

The campaign was promoted through a mix of social media, digital video ads, and influencer marketing to reach its target audience. P&G India partnered with prominent social media influencers and bloggers to promote the campaign on their channels. The campaign was also promoted through sponsored posts on Facebook, Instagram, and Twitter, and through targeted ads on YouTube.

The campaign received widespread recognition and won several awards, including a Grand Prix at the Cannes Lions International Festival of Creativity. The campaign was also recognized at the Effie Awards, the Kyoorius Creative Awards, and the DMAi Awards.

The success of the "Share the Load" campaign can be attributed to several factors. Firstly, the campaign tapped into a relevant and timely social issue that resonated with its target audience. Gender equality and the unequal distribution of household chores are topics that have been widely discussed and debated in India in recent years, and the campaign struck a chord with many people.

Secondly, the campaign used storytelling to deliver its message. The videos featured relatable characters and situations, and the emotional appeal of the storytelling helped to make the campaign memorable and impactful.



Thirdly, the campaign used a mix of social media, digital video ads, and influencer marketing to reach its target audience. By partnering with influencers and bloggers, P&G India was able to extend the reach of the campaign and engage with a wider audience.

Finally, the campaign was well-executed, with a clear message and a strong call-to-action. The campaign urged men to take action and share the load, and it provided practical tips and resources to help them get started.

The success of the "Share the Load" campaign has inspired P&G India to continue its efforts to promote gender equality and social progress. The company has launched several initiatives aimed at empowering women and promoting gender equality, including the "Shiksha" program, which provides education and skill-building opportunities for girls, and the "Vicks #TouchOfCare" campaign, which celebrates the stories of real-life families who have overcome challenges and adversity.

SWOT Analysis:

Strengths:

- P&G's campaign addressed a relevant social issue that resonated with its target audience, particularly women.
- The use of emotional storytelling and relatable characters helped to create a strong emotional connection with the audience.
- The campaign helped to differentiate P&G's brand from its competitors and establish it as a socially responsible and empathetic brand.

Opportunities:

Weaknesses:

- The campaign's messaging may have come across as patronizing or reinforcing gender stereotypes to some audience members.
- The focus on household chores and cleaning products may limit the campaign's appeal to a wider audience.

Threats:



- P&G can continue to address social issues and promote gender equality in its marketing campaigns, as customers are likely to respond positively to these messages.
- The success of the campaign can inspire other brands to adopt similar strategies to promote social responsibility and empathy.
- Competitors may also adopt similar social messaging, making it difficult for P&G to differentiate itself in the market.
- The campaign's messaging may not resonate with all segments of the target audience.

Although the Share the Load campaign was a marketing campaign and not a service, we can still apply the SERVQUAL model to analyze the campaign's strategy.

The SERVQUAL model identifies five gaps that can occur in the delivery of a service. These gaps are:

Gap 1: The gap between customer expectations and management perceptions of customer expectations.

Gap 2: The gap between management perceptions of customer expectations and service quality specifications.

Gap 3: The gap between service quality specifications and service delivery.

Gap 4: The gap between service delivery and external communications.

Gap 5: The gap between customer expectations and perceived service.

In the case of the Share the Load campaign, there are a few areas where the SERVQUAL model could be applied to evaluate the campaign's strategy. Here are some possible gaps that could be identified:



Gap 1: It's possible that there was a gap between P&G's perception of customer expectations and the actual expectations of their target audience. If P&G did not fully understand the target audience's attitudes and beliefs about gender roles, this could have led to a disconnect between the campaign's message and the target audience's needs.

Gap 2: P&G's service quality specifications may not have fully aligned with the target audience's needs. For example, the campaign's message may have focused too heavily on women's experiences rather than emphasizing the benefits of shared responsibility in households.

Gap 4: There may have been a gap between the campaign's external communications and the actual service delivery. If P&G did not follow through on their message by actively promoting gender equality within their own organization, this could have led to skepticism from the target audience.

Overall, it's difficult to say whether there was a significant service gap in the Share the Load campaign's strategy without more detailed information on the campaign's planning and execution. However, by applying the SERVQUAL model, it's possible to identify areas where the campaign could have been improved.

Here are some discussion points for this case:

Social responsibility and marketing: What role should companies play in promoting social causes through their marketing campaigns? Is it appropriate for companies to use social issues to promote their products, or does it come across as exploitative? What are the risks and benefits of taking a social responsibility stance in marketing?

Gender equality and marketing: The "Share the Load" campaign was aimed at promoting gender equality and encouraging men to share household chores. What are some other examples of marketing campaigns that have



tackled issues related to gender equality? How effective are these campaigns in bringing about real change in society?

The power of storytelling in marketing: The "Share the Load" campaign used storytelling to deliver its message. How effective is storytelling in marketing, and what are some other examples of campaigns that have successfully used this approach? How can companies use storytelling to make their message more impactful and memorable?

Digital marketing and influencer marketing: The "Share the Load" campaign used a mix of social media, digital video ads, and influencer marketing to reach its target audience. What are the benefits and drawbacks of using these channels in marketing? How can companies effectively leverage influencer marketing to extend the reach of their campaigns?

Conclusion

In conclusion, the "Share the Load" campaign was a resounding success for P&G. The campaign was able to address the issue of gender inequality while also promoting the Ariel brand. The campaign had a significant impact on the target audience, with many men changing their behavior and sharing household chores with women. The campaign was also successful in generating awareness and positive brand sentiment, as evidenced by the increase in sales of Ariel detergent. Based on the final outcome and expected outcome, it can be concluded that the campaign was a success.

Related to the "Share the Load" campaign:

- Procter & Gamble's official website: <https://us.pg.com/>
- Adweek article on the "Share the Load" campaign: <https://www.adweek.com/brand-marketing/pgs-share-the-load-wins-the-grand-prix-for-good-at-cannes-lions-2019/>
- Campaign India article on the campaign: <https://www.campaignindia.in/article/pgs-ariel-asks-indian-men-to-sharetheload/451830>



- Economic Times article on the campaign:
<https://economictimes.indiatimes.com/industry/services/advertising/ariel-detergent-promotes-gender-equality-through-sharetheload-campaign/articleshow/68787919.cms>
- Business Today article on the campaign:
<https://www.businesstoday.in/current/corporate/pgs-ariel-launches-share-the-load-campaign-promoting-gender-equality/story/333745.html>