

Purell: Creative Brief

The Product

- Gel-based hand sanitizer made of ethyl alcohol
- Claims to kill 99.99% of illness-causing germs in 15 seconds
- Can be found at pharmacies, supermarkets and convenience stores
- Installed in offices, hospitals, educational institutions and public bathrooms
- Commonly available and well recognized brand

Role of Communication

Stimulate intent to buy

Desired Action

Increase purchase of the product by the new target audience by making it an essential carry-on item

Target Audience

- Demographic
 - Men, ages 25 – 34, living in USA
- Psychographic
 - On-the-go, busy lifestyle
 - Looking for quick, easy solutions to their problems
 - Constantly interacting with people – have an active social life and are conscious of their social image
 - They have many roles to play every day and are constantly trying to strike a balance between them

Current Beliefs

- Know the brand and occasionally use the product, but not as often as their female counterparts
- Understand the benefits but do not see it is a necessity
- They do not recognize the situations that they could, and should, use hand sanitizer in
- Hand hygiene is not a priority

Consumer Insight

The target customers don't use hand sanitizer, as they prefer washing hands. However, they don't end up doing that often enough either, since they feel the need for it only after using the bathroom, before and after meals, and when their hands are visibly dirty. They don't recognize the different situations in which they need to clean their hands.

Barriers

- It will be an additional item to carry
- Inconvenient for men, who do not have purses and don't always carry bags

Expected Approach

- Show germs being killed (under a microscope)
- Show men using Purell in relevant situations

Benefit

Purell helps you keep your hands clean when you didn't even know they were dirty – anywhere, any time.

Support

Purell kills 99.99% of the germs on your hands and is portable as it comes in small, convenient bottles.

Convince 25- to 35-year-old men living in the US **that** they should add Purell to their plans **because** it is a quick and convenient way to keep their hands clean and hygienic in social situations.