

P&G Laundry Detergent Re-Stage

Assignment: Develop POS elements for the Fabric Care category to ensure the successful implementation of one of the largest product and packaging re-stages in P&G's history. The category POS elements would enable retailers to communicate the conversion of all concentrated laundry care SKUs to shoppers and educate those shoppers on three key messages: Equivalency, Compaction, and Performance.

Execution: By working upstream with the AOR and the SCMA, a vast array of on-shelf and in-aisle materials was developed. These materials were some of the most innovative POS elements ever seen in the category. They had break-through visual appeal at a fraction of the cost of the more traditional alternatives.

Involvement: I attended Brand Alignment meetings as RPI's Innovation and Development Director. In that capacity I was responsible for leading the POS development, coordinating the production art, and assuring manufacturing feasibility while insuring continued alignment with our understanding of the brand objectives. I conducted store audits in the US and Canada to gather retailer specific needs, requirements and restrictions. I had hands-on involvement with my team in taking the SCMA's concepts and creating full scale, working mock ups. My team installed several rounds of those mock ups in the BRIC Research Facility for consumer testing. From the BRIC research results and store audits, I modified and developed structural die lines, conducted materials, printing and hardware testing, and wrote an installation guide for retailers to follow. My team and I created renderings and descriptions of each element which were used to populate an on-line ordering system (called W2P – comparable to the current ASM.) I maintained involvement with the project through the manufacturing process to assure quality and execution. As a result of my continued involvement, I was responsible for creating cost saving alternatives to several of the POS elements.

Summary: When all of the orders were placed and the final wave of installation was completed, P&G had executed a record number of printed elements for an in-store initiative (9,079,697) and set a new standard for retailer compliance (around 85%.) 1,000 Pre-Seed Trunk Kits & 2,000 Launch Trunk Kits were delivered to the retail teams. In-Store materials reached 80+ retail chains in the US and Canada (including Kroger, KMart, Sears, Family Dollar, Dollar General, Meijer, Target, Publix, Winn Dixie & SuperValu,) Military Markets (include 197 military bases and locations,) Regional Retail Teams, Distributors, News America, and retail locations in the Caribbean and Central America. Based on unique elements, both regular and custom, there were 230+ individual elements and 25 digital files Manufactured and or Managed for this Launch. This initiative became the model for effective brand communication.