



# Finish Reluciente Campaign

Blueprint for a Winning Influencer Campaign

# ***ANA Influencer Marketing Virtual Conference***

Presented By:



**Nobles Crawford**



**Aliza Freud**

# ***The Eternal CPG Conundrum***



## **Short Term Sales Vs. Lifetime Value**

Where do you spend your time, money and internal political capital?

# *The Eternal CPG Conundrum*

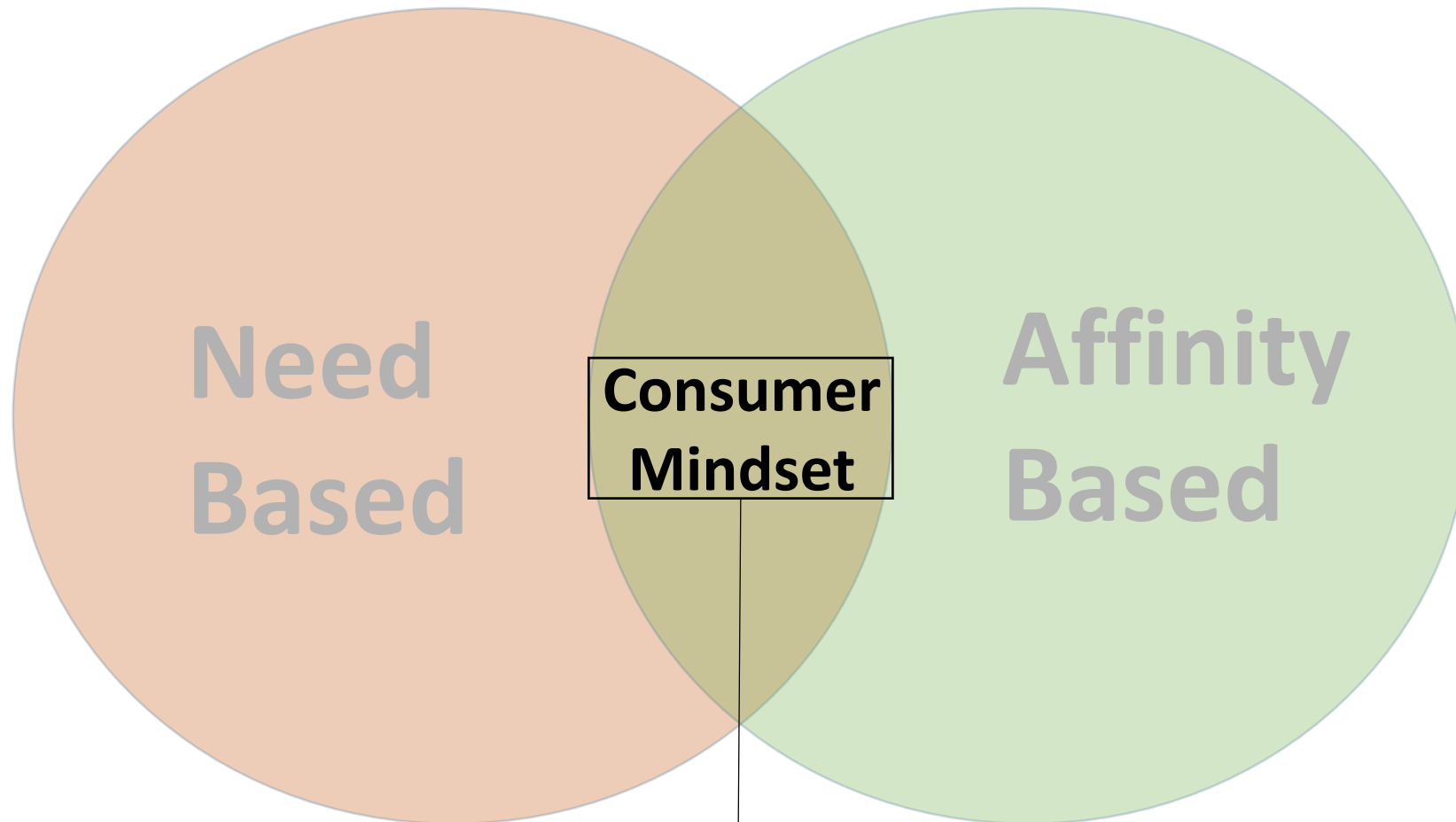


## Short Term Sales Vs. Lifetime Value

- Relatively fast Results
- ROI as priority
- Transactional
- **Need-based** purchasing

- Long-lead Results
- Growth/Penetration as priority
- Relational
- **Affinity-based** purchasing

*In the modern marketing landscape, this is a false-choice*



**Consumer  
Mindset**

Your campaign insight needs to focus  
on capturing the Consumer Mindset



- What do you need
- Which do you want
- What will you do once you have it?
- Will it make your life better?

# *Pinpointing the right mindset territories to engage is how we designed the Finish Detergent - Relucientè Campaign*



What do you need

Which do you want

What will you do once you have it?

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# Our Brief

OBJECTIVE: Drive Trial among Hispanic Households that own a dishwasher but do not use it.

KPI: Drive ADW HHP among Hispanics

## BEHAVIOR INSIGHTS:

- For Gen pop, Finish defines the highest level of clean as your dishes not just being clean, but being 'finished'. We know that Hispanic women define the highest level of clean as a 'reluciente' (shiny or brilliant).
  - Finish has a unique and ownable way to reach Hispanic woman with our 'clean vs. finished' message in a culturally relevant way via this 'reluciente' insight:
    - There is clean, and then there is reluciente clean with Finish.
- Hispanic women 'know' clean. 8 out of 10 say their home is as clean as their mother's, 2 out of 10 say that their home is cleaner.
- Hispanic women believe that handwashing provides a better clean than using the dishwasher.

## Target Audience:

16.7M US Hispanic Households

2M Hispanic Households that own a working dishwasher but are choosing to handwash only

"Our house had to be perfect – no, pristine – for holiday guests who would visit for various occasions and festivities"

"This is how my mom taught me. It's the only way I know how to do it and it works."

"My *mami* always kept a clean home, yet, when the holidays came around, the cleaning obsession was dialed up a notch..."

"My mother was a member of a very clean tribe, and I was being indoctrinated."



# *Pinpointing the right mindset territories to engage is how we designed the Finish Relucientè Campaign*



**What do you need**

A way to save time handwashing, with the same pristine result

**Which do you want**

**What will you do once you have it?**

**Will it make your life better?**

Spend more time with your family (or on you) and not worry about the result

# Finish launched its first Hispanic focused campaign

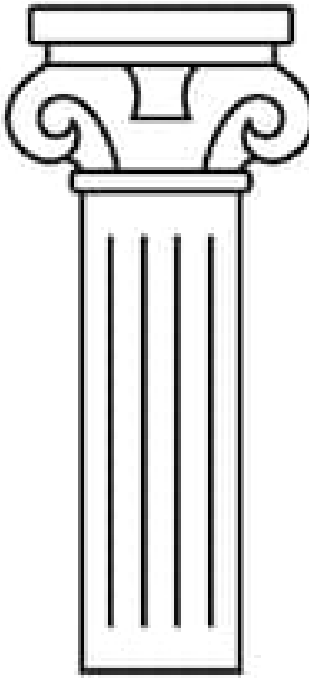


FINISH® Quantum® launched its first Hispanic and influencer led ecosystem & program.

Campaign goal was to have influencers help increase the low engagement and penetration that exist in the category amongst Hispanics as well as showing that FINISH® can get dishes as *‘reluciente clean’* as washing by hand through a mix of different media platforms.

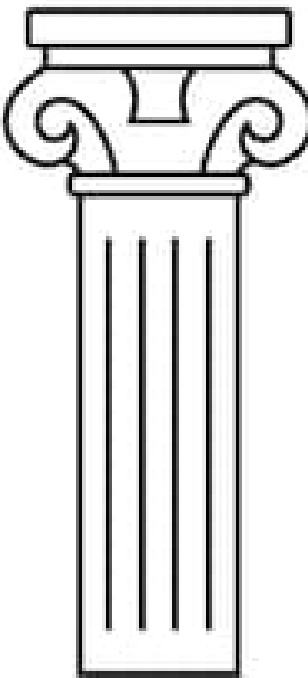
# Determining the Pillars of Relucientè Effectiveness

Creative for Platform



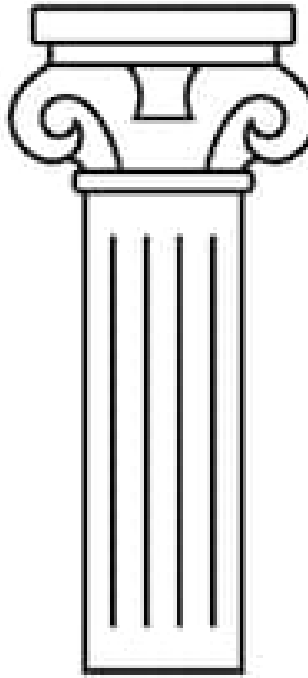
Robust content for flexible asset creation, tailored to platform behaviors

Breakthrough Factor



Fewer talent, carefully selected for instant recognizability among target

Sustained Amplification



Spark a heightened level of engagement for a self-perpetuating conversation

# Briefing for Success

Making sure the purpose/comms takeaway lives throughout your produced content, while not being too overbearing so that the creative is still authentic to the voice of the talent, takes a solid brief and streamlined process built on trust

## Stakeholder Accountability

- Main POC for the brief construction
- Clearly worded insight and comms takeaway
- Specific and precisely defined target



## Strong Partner Relationship

- Best-in-Class strategic translation
- Deep connection beyond transactional with the talent
- Shared Vision



## Talent Autonomy

- Track record of solid Brand partnership work
- Believability and right-to-conversation
- High engagement rate relative to following size



# Reluciente Campaign Content: Four Waves

## Consumer Sentiment

My [relatives/friends] think I slaved over the sink and washed these dishes by hand

Wave #1 7/24 – 7/27	Wave #2 8/14 – 8/17	Wave #3 – Holiday Sweepstakes Burst 8/30 – 9/2	Wave #4 9/16 – 9/18
<ul style="list-style-type: none"> <li><b>Theme:</b> Some of the best meals have daunting clean up, but I can still achieve <i>Everyday Reluciente</i> with <i>Finish Quantum</i></li> <li><b>Focus on:</b> <i>No sweat relief amidst a messy kitchen</i></li> <li>Using Finish provides a better option than handwashing – saves time, saves water, saves your skin</li> </ul>	<ul style="list-style-type: none"> <li><b>Theme:</b> I always thought handwashing was the most thorough way to clean, until I discovered <i>Finish Quantum</i></li> <li><b>Focus on:</b> Talent in kitchen, by dishwasher, with product; highlighting that she gets the best performance from <i>Finish Quantum</i></li> </ul>	<ul style="list-style-type: none"> <li><b>Theme:</b> <i>Reluciente Sweepstakes!</i></li> <li>Labor Day is a celebration of taking off from work, so I can have a nice end of summer meal with family. Finish lets us enjoy it, without worrying about extra dishwashing work</li> <li><b>Focus on:</b> Encourage followers to post before/after shots of their LDW dishes, highlighting what they ate, and how <i>Finish Quantum</i> completed the job quickly to deliver <i>#relucientelean!</i> <ul style="list-style-type: none"> <li><i>SheSpeaks to fulfill sweeps prizing</i></li> <li><i>After content must feature a visual of Finish tabs</i></li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li><b>Theme:</b> My judgmental mother-in-law (or other relevant person) has no idea my spotless kitchen came about thanks to <i>Finish Quantum</i></li> <li><b>Focus on:</b> Talent showing how they have more time to spend with loved ones because she doesn't have to worry about handwashing the dishes</li> </ul>

# Reluciente Campaign User Experience



1

Hispanic Women see macro-level talent post in her social feed



2

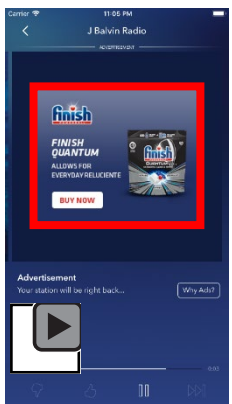
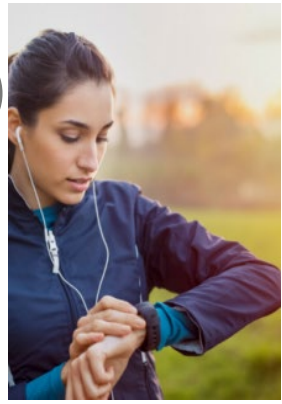
★★★★ Good for dinner parties

Before trying the Finish Quantum tabs I had always believe washing dishes by hand was the most effective way to get the best clean. After trying the tabs, I can see that using the dishwasher can be just as effective. I was pleased with the results of the tabs, for the most part. I love not having to rinse the dishes before putting them in the dishwasher. The cooking oil washed right off with no problem. However, I noticed some of my mixing bowls had some discoloration afterwards. I also noticed a few utensils had some food still stuck on. Overall the tabs worked pretty good. They are especially helpful when you host dinner parties and want to spend more time with family and friends. Disclaimer: I received this product complimentary from Influencer for testing purposes. All opinions are my own.



They, then engaged with product reviews across review sites, posted by Finish Brand ambassadors

3



Hispanic Pandora Women listeners are served the Finish Reluciente Audio spot (either bilingual or Spanish) accompanied by a visual companion clickable banner

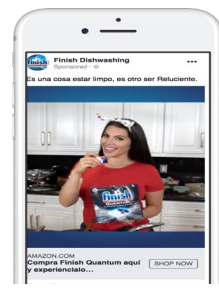
5

Hispanic Women viewers are served Influencer OLV and display



4

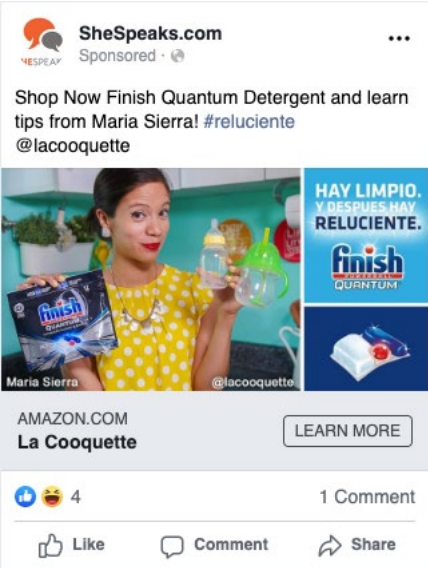
Facebook and Instagram Hispanic users are exposed to paid & additional organic social posts from micro, mid, and macro talent





# Maximize ROI: Content Usage– Digital Paid Media

Top Performing Ads by Impressions and Viewability



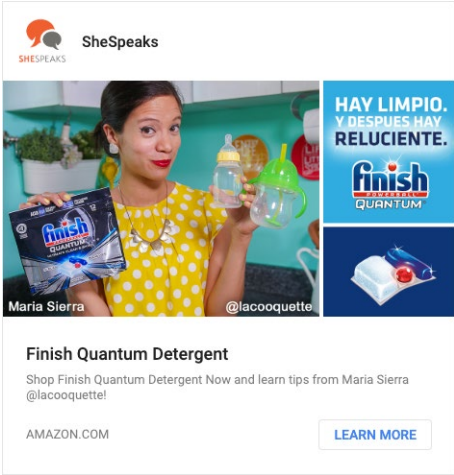
**2.5M Impression**  
 FB Static Image  
 100% Viewability



**2.4M Impression**  
 Display 300x250  
 90.05% Viewability



**1.9M Impression**  
 Display Video  
 89.72% Viewability



**1.7M Impression**  
 Native  
 92.33% Viewability



**1.4M Impression**  
 FB Video  
 100% Viewability

Top Performing Ad





# SheSpeaks – Influencer Content Video Details

Top Content



Adamari Lopez – IG Video  
1MM Views 1,219 Comments (21+% ER)

# SheSpeaks – Influencer Content In Ad Units

Maximize ROI on Content



Jacquie Marquez – IG Video  
15.6k Views. 69 Comments (20.8% ER)



# SheSpeaks – Influencer Content Details

Industry benchmark for Instagram- .5%-1%



adamarilopez • Follow

adamarilopez • #ad Cuando tenemos invitados a comer, siempre hago mi famosa lasagna. La sigo haciendo sin importar todas las ollas y platos sucios por que Finish® Quantum® hace que lavar los trastos sea facil hasta con las recetas que mas ensucian. Finish® Quantum® deja todo reluciente sin tener que lavar a mano #finishreluciente

Liked by mestiller and 15,392 others

AUGUST 23

15,574 Engagements 35% Engagement Rate



jacquiemarquez • Follow

padece de una condición de salud rara y muy severa llamada Disgenesia Cerebral, Malformaciones Cerebrales, buscamos brindarle una Mejor Calidad de Vida Porfavor ayúdanos, De todo corazón te invito a conocer un poco más de ella en su cuenta @all\_with\_mia Muchísimas gracias!

4W Reply

maria335 @anyolliethb amiga no se si te comenté de esta cuenta para las comidas de Rodrigo

3W Reply

Liked by cpmilliron and 1,474 others

OCTOBER 18

2,068 Engagements – 2.53% Engagement Rate



barbarabermudo • Follow

barbarabermudo • #ad Como mamá trato de dedicarle tiempo por separado a mis niñas, porque a medida que van creciendo cada una va desarrollando pasión e interés por diferentes cosas. Ahora a Sofía le encanta ayudarme en la cocina, y preparar recetas aptas para su edad, y que creen? La pizza hecha en casa es su favorita...

Liked by cpmilliron and 7,358 others

AUGUST 21

7,449 Engagements - .53% Engagement Rate



jacquiemarquez • Follow

jacquiemarquez #Ad No hay nada que disfrute más que compartir una deliciosa comida en familia. Y ahora con FINISH® Quantum®, puedo hacerlo sin preocuparme de lavar platos 🍽️, ya que, Finish hace el trabajo duro por mí 🙌.

Finish se ocupa de despegar residuos de comida y dejar todos los platos relucientes mientras yo paso mas tiempo con mi familia 💕.

Nothing do I enjoy more than sharing a delicious meal with my family. Now FINISH® Quantum® lets us enjoy it without worrying

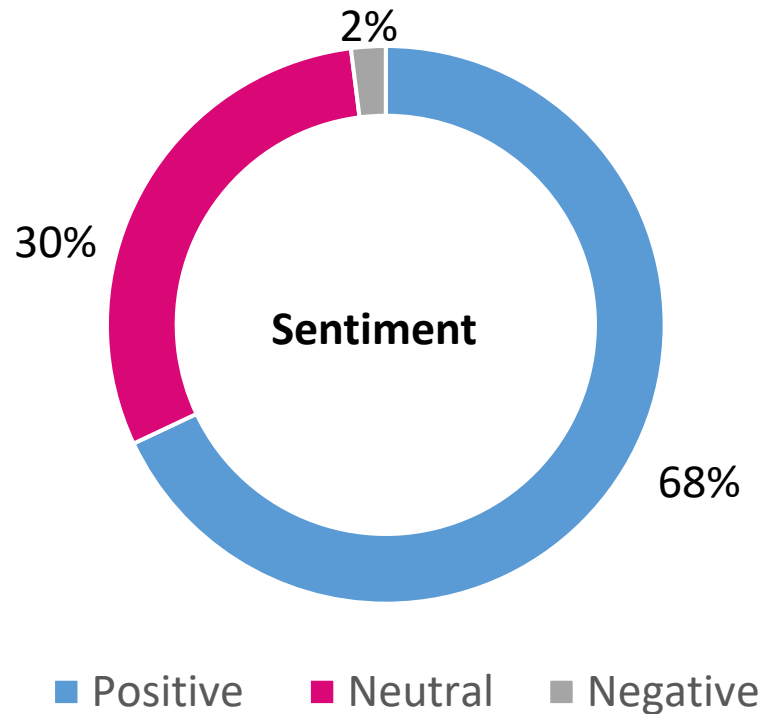
Liked by blochbusta and 2,069 others

15,574 Engagements – 1.8% Engagement Rate



# She Speaks – Influencer Social Listening Data

Custom content reached target demographics and generated positive on social conversations.



Age:  
25-34 : 33%  
35-44: 36%  
45-54: 31%  
75% Hispanic  
92% Female

## Positive Keywords:

hand food clear  
worked Quantum free helping  
clean dishwasher product  
wash dishes detergent  
Recommend finish  
Finish dishwashing

## Popular Hashtags:

#cleandishes #dishwasher #finish  
#win #familylifestyle #familytime  
#finishrelucientechallenge #cleanyourdishes  
#familyblogger #recommend



# Best-in-Class Multi-Cultural Activation Case: Finish Reluciente

## Sales Results

- 7,500+ Samples issued to in-demo Influencers
- MTA:
  - Hispanic language content had the highest effectiveness across all Total Market tactics ranging from .94 to .99.
  - Finish Brand Buyers with Hispanic overlay drove a ROI of 1.53.

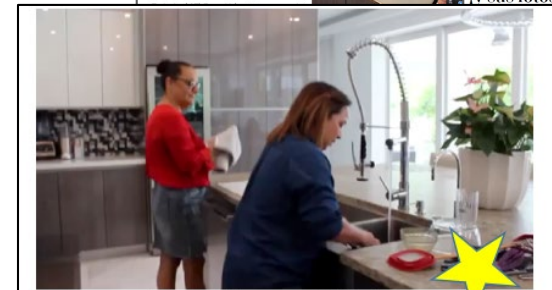
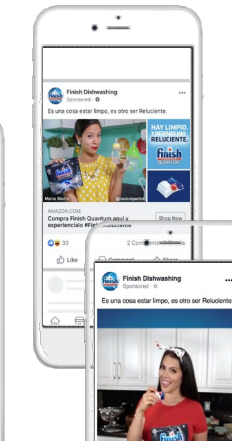
## Campaign Results

### Reach, Creative Effectiveness, Content

- 50+ Assets of Hispanic-first Creative
- 1,945 positive Spanish language reviews on Walmart.com
- 600+ pieces of content created
- 2.1MM+ Views, likes, and comments on Instagram
- \$893K+ Earned Media Value (Social Virality and PR)



**Secondary Competitor is Cascade**  
Cascade's Hispanic-targeted TVC since 2006. Adoption of GAI TVC, no Hispanic specific insights.



Adamari Lopez – IG Video  
1MM Views 1,219 Comments (21+% ER)



# QUESTIONS?

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