

Background

- P&G's Lead with Love is a comprehensive and sustaining citizenship engagement program to advance equality and inclusion, and to protect the environment.
- In 2021, P&G has committed to 2021 Acts of Good to grow the reach and impact of positive acts by real people in communities across the U.S. and consumers participate through the P&G Good Everyday loyalty program.
- P&G turned to RAB and Katz Radio Group to steer local radio to make an impact in 11 markets that have over-indexed in racial violence.

Objectives

- Drive awareness, broaden consumer perspective and impact consumer behavior for:
 - The elimination of racial bias (P&G's Widen the Screen initiative.)
 - Energy efficiency by washing with cold water (Tide's "Cold Call" campaign.)
 - Water conservation by running the dishwasher every night (Cascade's "I do it Every Night" campaign.)
 - Protecting America's forests ("Enjoy he go" with Charmin.)
- Evoke conversations surrounding equality and sustainability therefore contributing to 2021 Acts of Good.

Solution

Lead with Love

- 56 partner radio stations in 11 radio markets brought the Lead with Love campaign to life throughout the month of June 2021..
- Creative executions included :60; :30; :15 and :120 audio units that ran across over-the-air and streaming platforms.
- 53 local radio personalities served as brand ambassadors across radio platforms and social media to raise awareness and impact consumer behavior.
- Radio influencers produced over 800 unique :60 and :120 organic conversations around core initiative values.
 - 2-minute messages, equating to 2+ hours of conversation, about societal issues broadcasted on radio's local airwaves.

Results

Campaign effectiveness measured by Advertising Benchmark Index (ABX) resulted in increases across the following metrics:

- Recall of P&G radio advertising (including Cascade, Charmin, and Tide).
- Recall of P&G key corporate messages, including: "2021 Acts of Good," "Widen the Screen," and "Good Everyday.
- Radio listeners' beliefs and behaviors gained momentum.
- The pre-recorded corporate and brand creative spots were highly effective compared to ABX norms.