

SUNDAY BRUNCH'S

BRAWNY®

CAMPAIGN BOOK

**THIS IS A
FICTIONAL
CAMPAIGN PLAN
CREATED FOR A
CLASS
ASSIGNMENT**

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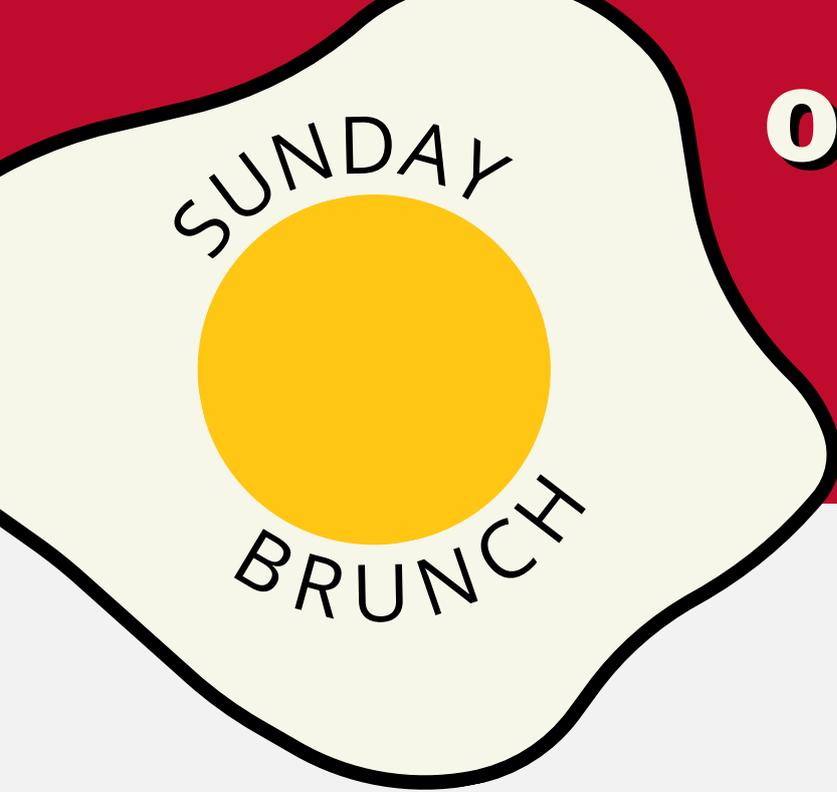
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ABOUT US





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SITUATION ANALYSIS



SITUATION ANALYSIS

THE HISTORY OF **BRAWNY**®

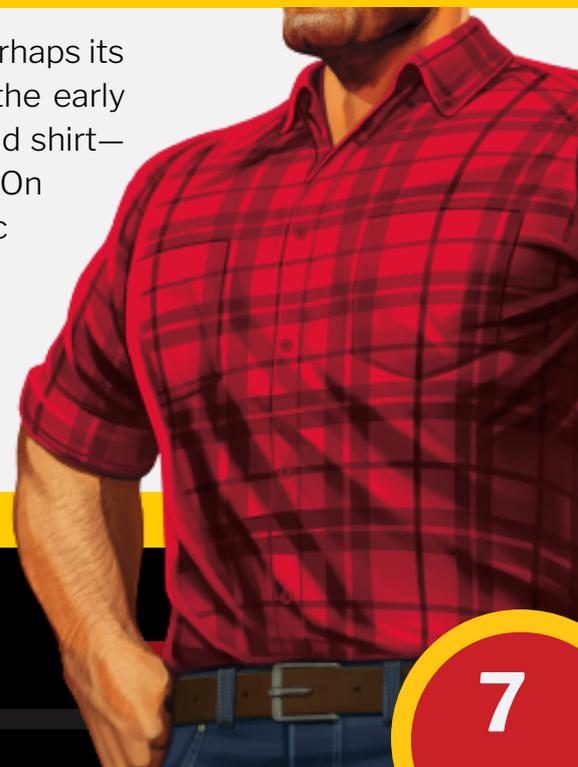
Brawny paper towels first hit store shelves in 1975 (1). Initially created by the American Can Company, Brawny was first marketed as a tougher version of the company's Northern Towels line (2). To match the advertised promise that it was "one of the strongest paper towels made," Brawny's first packaging featured a burly outdoorsman carrying a peavey (3).

Brawny's ownership has gone through a series of transitions since its 1975 debut. The brand was acquired in 1982 when the James River Corporation bought the American Can Company, making the former the largest paper company in the world at the time (4). Facing stiff competition, the James River Corporation merged with tissue manufacturer Fort Howard Paper Company to form the Fort James Corporation in 1997 (5). The partnership operated independently for only three years, as current Brawny owner Georgia-Pacific purchased the Fort James Corporation in 2000 (6). The company has now owned and operated the Brawny brand for over two decades.

Georgia-Pacific shares its paper towel brand's sense of rugged performance. Formed as the Georgia Hardwood Lumber Company in 1927, the corporation ran five sawmills in the southern United States. During the Second World War, the company operated as the U.S. Armed Forces' biggest lumber supplier. This work served as a national boost for the company, which debuted on the New York Stock Exchange in 1949. In 1963 the corporation, now known as Georgia-Pacific, moved into the tissue industry with its Coronet line.

The "Brawny Man"

One of the most important aspects of Brawny's history, and perhaps its most enduring, is the brand's packaging. After an update in the early 1980s, the "Brawny Man" — a smiling character wearing a plaid shirt — stayed on the packaging for twenty years with little change (7). On taking control of the brand, Georgia-Pacific and Edelman Public Relations decided to give the logo a younger look (8). The imagery switched to its current iteration in 2015, an outsized version of the character in a red flannel shirt (9). For Women's History Month in March 2017, the Brawny man was temporarily replaced by the Brawny woman (10).

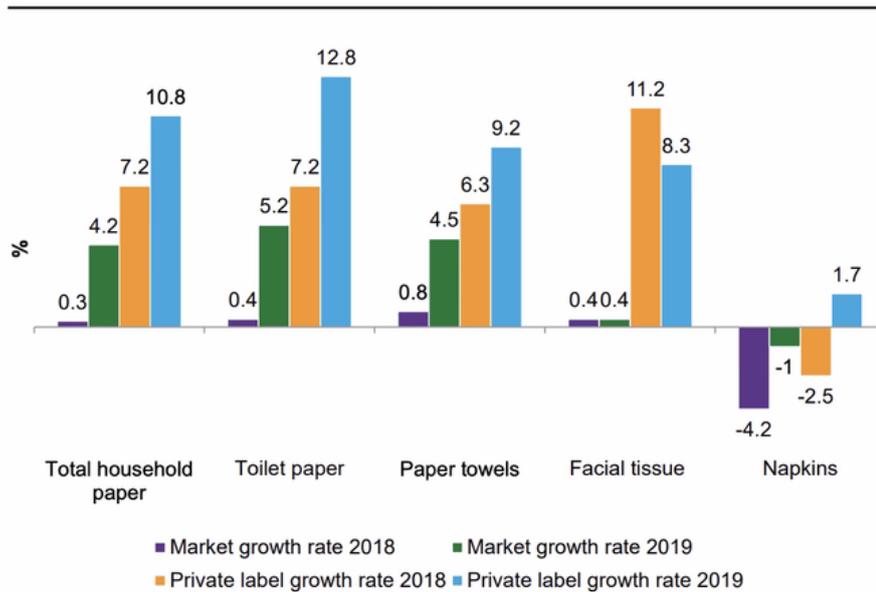


SITUATION ANALYSIS

INDUSTRY OVERVIEW

Despite the dominant presence of its products in American homes, the sanitary paper product industry faces a decrease in profitability. The overall industry, which includes paper towels, tissues, toilet paper, feminine products, and diapers, projects a profit decrease of 5.4% between 2016 and 2021 (11). Three industry factors are vital to the paper towel sector: private label brand growth, a public focus on environmentalism, and rising production costs.

FIGURE 3: MULTI-OUTLET SALES OF PRIVATE LABEL VS. TOTAL MARKET, PERCENTAGE (%) GROWTH BY CATEGORY, ROLLING 52 WEEKS 2018 AND 2019



Source: IRI InfoScan® Reviews/Mintel

This graph, courtesy of Mintel's "Household Paper Products, US - February 2020" study, shows that private labels have grown across the household paper industry, including in paper towels.

Another industry trend is the rise of reusable paper towel alternatives. About six tons of discarded paper towels are sent to landfills every year (13). Concerns about the industry's environmental impact have led to a number of alternative products. Sustainable brands like Reel Paper, maker of a bamboo-based paper towel, have even penetrated major retailers like Target (14). These alternatives, as well as reusable cloths, will provide strong competition for traditional paper towels among environmentally conscious consumers.

Private label paper towel sales are growing at a high rate compared to the rest of the industry. In 2019, multi-outlet sales of private label brands increased by 9.2% against the previous year, compared to a 4.5% increase for the overall paper towel market. This shift may be the result of private label brands closing the gap in quality between store and name brands. Private label growth also suggests that price is an increasingly important purchase motivator (12).

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Production costs could also limit the industry's revenue growth in the near future. The world price of wood pulp, a chief ingredient of paper towels, increased by 0.4% between 2016 and 2021. This trend is projected to continue over the next five years (15).

	Walmart	Target	Costco	Kroger	CVS	Amazon
Sells Brawny	Yes	No	No	Yes	Yes	Yes
Sells Bounty	Yes	Yes	Yes	Yes	Yes	Yes
Sells Scott	Yes	Yes	Yes (one kind)	Yes	Yes	Yes
Sells Seventh Generation	Yes	No	No (toilet paper only)	Yes	Yes	Yes
Sells Reel	No	Yes	No	Yes	No	Yes
Sells Private label	Yes	Yes	Yes	Yes	Yes	Yes

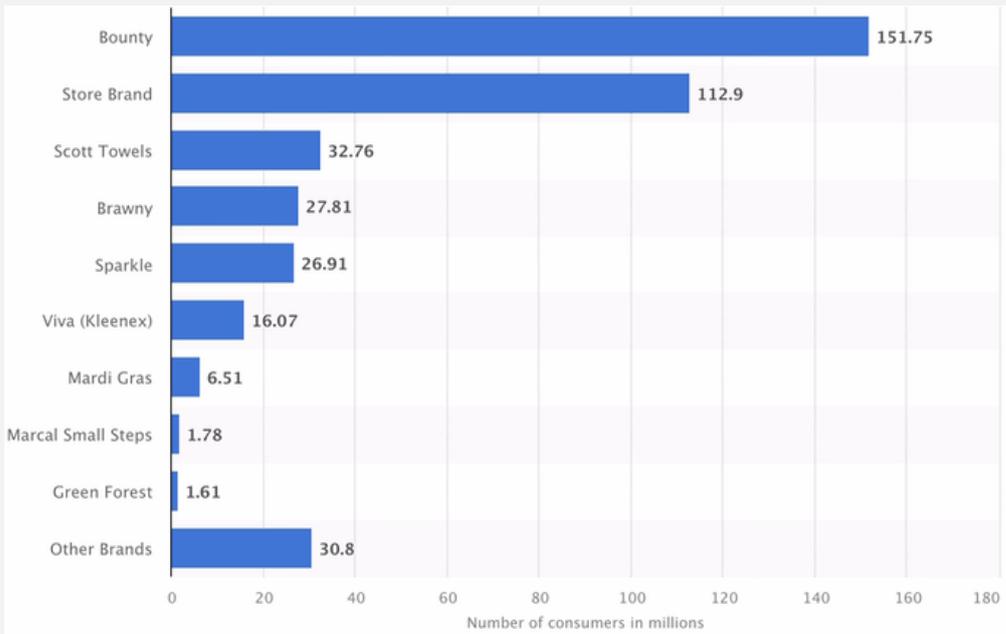
Findings based on search results from each retailer's website

Outside of private labels, the only brand that places its standard product in every one of the tested retailers in Bounty. This suggests the brand's status as the leader in the category. Brawny does not appear at all on the Target website, a surprise given its position as a top national paper towel brand. The company's retailing choices reflect the growing power of environmentalism in the industry. Target has decided that Reel, a small, eco-friendly producer, is a better candidate for shelf space than leading brand Brawny.

This section presents an industry in flux. Cheap private labels and eco-friendly alternatives are on the rise. COVID-19 gave the entire industry a temporary profit boost, but the eventual slowing of the pandemic and increasing production costs threaten long-term revenue. To maintain their industry standing going forward, brands will need to firmly emphasize a unique selling point that matches their target markets.

SITUATION ANALYSIS

COMPETITIVE ANALYSIS



As a national name brand in a changing industry, Brawny faces competition from different angles. Brawny's competitors can be broadly assigned into three categories: traditional name brands, sustainable alternatives, and private label brands.

This graph, courtesy of Statista, lists America's major paper towel brands by number of consumers (in millions). Brawny comes in fourth, behind Bounty, store brands, and Scott.

BRAWNY COMPETITORS

BOUNTY



Bounty, a part of the Procter and Gamble family, is one of those products that falls into the traditional name brand category. Based on data from Statista and MRI-Simmons, Bounty is the first choice of nearly 152 million Americans, making it the country's leading paper towel (17). Given this national dominance, Bounty is a powerful competitor for those customers that gravitate toward name brands. Additionally, Bounty countered Brawny's "pick-a-size" paper towel variant with its own "select-a-size" line (18).

SITUATION ANALYSIS

SCOTT



Scott is the second traditional name brand competitor. A Kimberly-Clark product, Scott takes Brawny's legacy of longevity (46 years) and nearly doubles it, as its paper towels have been in grocery stores since 1931 (19). Statistics indicate that Scott is one of Brawny's closest modern competitors. Data from 2020 shows that Scott is America's third most preferred paper towel brand (used most often by 33 million Americans), while Brawny places fourth (used most often by 28 million Americans) (20). Therefore, Scott is an important competitor to Brawny based on sales and name brand legacy.

SEVENTH GENERATION



Seventh Generation, a Unilever brand, competes with Brawny from an eco-friendly market position. The brand makes their paper towels with 100% recycled paper, thereby posing themselves as a more sustainable alternative to traditional paper towels (21). This approach seems to be working, as Seventh Generation paper towels can now be found in big box stores as well as online, eco-conscious retailers like iHerb (22). Seventh Generation is thus competing with Brawny for environmentally conscious consumers across the nation.

REEL



Independent-owned Reel offers an even more radical alternative to traditional paper towels. Reel's products are made from 100% bamboo, which they say makes it the most sustainable paper towel available (23). The brand has only existed for two years, but it has already placed its toilet paper line in Target. While its paper towels are only available online, Reel's Target debut is a sign that Brawny will face more challenges from eco-friendly options.

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PRIVATE LABEL



Private label brands, represented in the table below by Walgreens' Complete Home line, may pose the most immediate competition to Brawny. According to Statista, store brands were favored by nearly 113 million Americans in 2020, second only to Bounty. Private label sales have outpaced the rest of the market: store brand sales jumped 9.2% in 2019, compared to only 4.5% for all other paper towel brands (24). As mentioned in the Industry Overview, this may be due to consumer emphasis on price and increases in private label quality. Regardless, the impressive growth of store brand sales could threaten Brawny's market share.

Brand	Price (per roll)	Price (per sheet)	Sheets (per roll)	Sheet size	Stores sold in	Offers size variants
Brawny	\$2.90	\$0.024	120	27.9 cm x 14.9 cm	Walgreens , Walmart, Target, etc.	Yes
Bounty	\$3.90	\$0.040	98	27.9 cm x 14.9 cm	Walgreens , Walmart, Target, etc.	Yes
Scott	\$2.10	\$0.018	116	27.9 cm x 15.2 cm	Walgreens , Walmart, Target, etc.	No
Seventh Generation	\$3.19	\$0.020	156	27.8 cm x 13.9 cm	Walgreens , Walmart, Target, etc.	No
Reel	\$4.25	\$0.028	150	27.5 cm x 16 cm	Online	Yes
Complete Home (private label)	\$0.83	\$0.01	86	27.9 cm x 16.5 cm	Walgreens stores	No

NOTE: information for Reel found on their website, based on one-time online purchase of 12 rolls. All other paper towel information was gathered at a Madison-area Walgreens and CVS.

SITUATION ANALYSIS

CONSUMER ANALYSIS

Who is buying Brawny?

Though paper towels are an incredibly common product (95.6% of respondents said “yes” when asked if their home uses paper towels), analyzing the entire market shows some overall trends (25). Simmons OneView indicates that the most certain factor in whether a person purchases paper towels is age. The ages 18-24 and 25-34 demographic groups are 51% and 44% less likely to use paper towels, respectively, than the average consumer. Perhaps surprisingly, parents of one or more children are 40% less likely to use paper towels than the average person (26). It should be noted that more than 90% of these groups still reported using paper towels.



Those that are most likely to use paper towels in general tend to be older. In fact, people ages 65 and older are 61% less likely than the average person to say that they don't use paper towels. A clearer way of saying this is that there are comparatively few older households that do not use paper towels. Additionally, married people are 22% less likely to say that they do not utilize paper towels than the average respondent (27). The people most likely to use paper towels currently are therefore older and married.

Analyzing Brawny consumers specifically, it is clear that the brand attracts older buyers. All age groups below 55 years old (18-24, 25-34, 35-44, 45-54) are more than 10% less likely to buy Brawny than the average consumer. Meanwhile, the age 55-64 group is 36% more likely than the regular consumer to buy Brawny, and 46.9% of Brawny buyers are older than 55 (28).

While nearly 62% of Brawny consumers are white, the brand's most likely consumers are diverse. African American consumers are 70% more likely than the average consumer to buy Brawny, and 21% of Brawny buyers are African American. People that identify with “some other race” also pick Brawny, as they are 32% more likely to buy the brand than an average consumer. While nearly 62% of Brawny consumers are white, the brand's most likely consumers are diverse. African American consumers are 70% more likely than the average consumer to buy Brawny, and 21% of Brawny buyers are African American. People that identify with “some other race” also pick Brawny, as they are 32% more likely to buy the brand than an average consumer.

SITUATION ANALYSIS

Among geographic measures, only one region stood out as particularly strong for Brawny: the West. Western Americans are 38% more likely than the average consumer to buy Brawny. Though other regions returned mostly insignificant indexes, 34.1% of Brawny buyers, a slight plurality, live in the South. In terms of county size, residents from 'A' sized counties (counties containing one of the 25 most populous U.S. cities) are Brawny's strongest customers. Consumers living in 'A' sized counties constitute 47.9% of Brawny buyers, and are 13% more likely than the average consumer to buy Brawny.



Brawny users tend to favor print forms of communication, both physical and digital. People that used newspapers and e-readers in the last month are 16% and 19% more likely to buy Brawny than the average consumer, respectively. Though it returned an average index, it should be noted that 96.1% of Brawny users watch television every month (29).



One last factor of note is Brawny consumers' interest in sports. Respondents who said they are very interested in the NBA are 41% more likely than the average consumer to buy Brawny. People who gave the same answer in regard to the NFL are 21% more likely to purchase Brawny than the average consumer. Numbers for TV sports broadcasts are even more striking. Watchers of the WNBA regular season on television, for instance, are 109% more likely to buy Brawny than the average consumer. This number jumps to 129% for WNBA playoff watchers.

SITUATION ANALYSIS

BRAND ANALYSIS



Brawny has branded itself as a strong and dependable product. The iconic Brawny Man, a staple of the brand's packaging for over forty years, is easily recognizable. While the image has been adapted over time, the brand has kept the quintessential muscular man in a plaid shirt (30).

Based on number of consumers, Brawny is one of America's leading paper towel brands. In 2020, it ranked as the third largest paper towel brand among name brand paper towels, trailing only Bounty and Scott (31). Given its national presence, the brand has attempted to maintain a sense of its traditional branding while adjusting to new demands.

One way that Brawny has attempted to modernize is through its Tear-A-Square product. The product is marketed as a way to reduce waste, as consumers can choose a paper towel size based on their need. Brawny's two other paper towel products, the Full Sheet and Pick-A-Size options, vary in size, providing options to consumers who prefer a more traditional paper towel.

Brawny has placed their products in a variety of in-person and online retailers, making it easily accessible to consumers. As a national brand, Brawny products can be purchased in big box retailers across the United States. In terms of online purchases, the brand is available on major retailer websites, as well as e-commerce sites like Amazon.

Price comparisons find that Brawny is more expensive than Scott on both a per-sheet and per-roll basis, though the two traditional brands are competitively priced. Compared to Bounty, America's dominant paper towel, Brawny is significantly cheaper both by the roll and the sheet.



SITUATION ANALYSIS

Brawny's primary consumers tend to be older, as nearly 47% of the brand's buyers are over the age of 55 (32). Brawny has kept its name and image consistent since its inception, thereby growing a strong reputation among older buyers. The brand also advertises through traditional channels and largely eschews social media, appealing to an older consumer base. For instance, Brawny prioritizes advertisements on cable and network television over digital advertisements (33).

In recent years, Brawny has made an effort to appear more mindful of societal values and appeal to younger generations. Its "Giants Take Action" initiative, focused on celebrating average people that help better their communities, demonstrates the brand's commitment to consumer communities. By providing stories of their support to local individuals, Brawny appears to be a part of the community, giving the tough narrative a more compassionate side.

Additionally, the #StrengthHasNoGender campaign illustrates the company's desire to forward modern societal values (34). By putting women in the Brawny man's signature outfit, the brand showed a modern sensibility while maintaining its traditional roots.

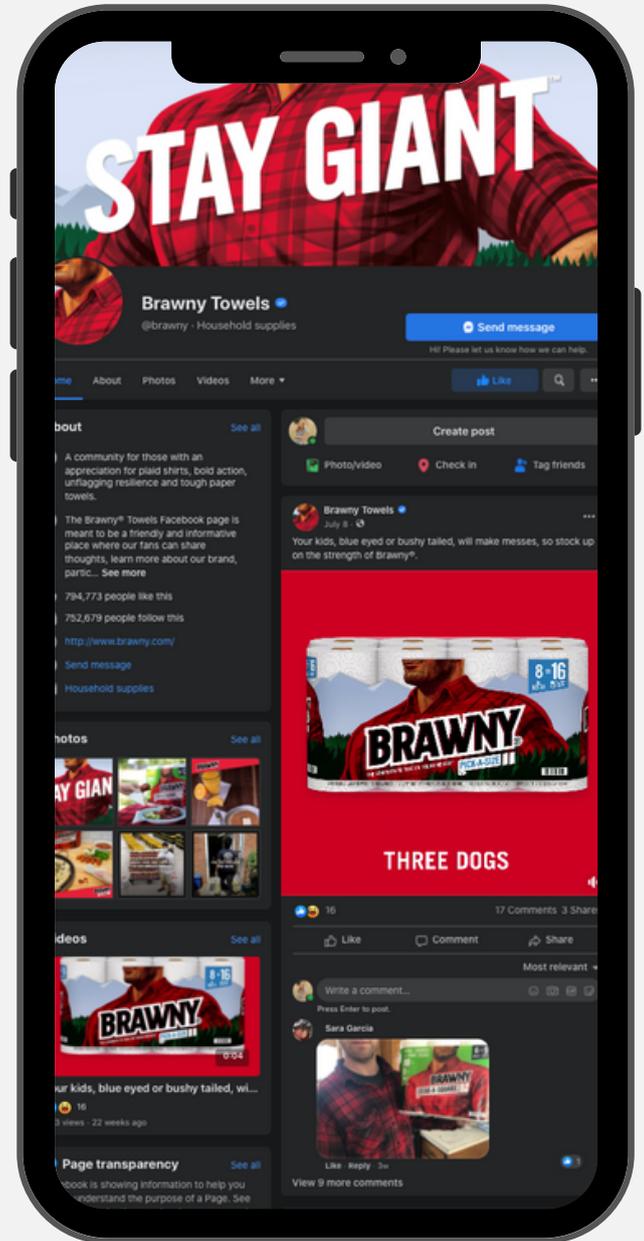


SITUATION ANALYSIS

MEDIA USAGE ANALYSIS

In today's world, social media is a crucial tool for companies to use when communicating and interacting with customers. Brawny seemingly recognizes these platforms' importance but doesn't optimize them to their full potential. While Brawny has accounts on Facebook, Instagram, and Twitter, the company has not actively updated its pages in recent months. For example, Brawny hasn't been active on Twitter since April 2021, yet their previous tweets suggest that the site is their primary platform for engaging with consumers (35). Their Facebook and Instagram accounts, which are almost equally dormant, tend to be more focused on advertisement.

Brawny's categorization as a household supply product and their focus on television advertisements means that the company often gears spending toward food-related channels. For instance, Brawny allocated \$509,315 of their network TV advertising budget to the Food Network channel. The same logic follows for online video advertisements: chowhound.com, damndelicious.net and tasteofhome.com were three of the brand's most targeted websites (36).



According to Kantar data, the majority of Brawny's advertising budget is allocated to television programming, with cable and network TV being the main focus. Combined, these two categories account for \$6,225,191, or nearly 80%, of Brawny's \$7,810,051 in total expenditures. The remaining \$1,584,860 is distributed among various internet-based platforms, such as online video, mobile web, and internet display ads (37).

SITUATION ANALYSIS



In terms of its competitors, Brawny is consistently outspent by other brands. Bounty, the paper towel market's leading brand, significantly outspends Brawny in terms of advertising. In total, Bounty allocates \$418,326,703 toward advertising, while Brawny spends less than two percent of that amount (38). Aside from Bounty, other competitors, such as Seventh Generation and Reel, strategically use social media websites as advertising platforms. These two brands have significantly bigger followings than Brawny across Instagram and Twitter: on Instagram, for instance, Seventh Generation has 98.3k followers, while Brawny only has 2.9k. This difference could be because Seventh Generation and Reel have proven to be extremely active on their accounts, uploading posts on a weekly basis. Perhaps in an attempt to compete with the online success of these eco-friendly brands, Brawny allocates \$5,990 of their \$9,628 online internet display budget to mothernaturenetwork.com, a website rooted in sustainability.

As stated previously, Brawny often focuses ads toward food-related content. This strategy generally reflects the media consumption habits of Brawny consumers. According to data from Simmons, Brawny buyers typically engage with food and beverage content across multiple platforms, with a preference toward network television and internet tablet usage. For example, people who watched the Food Network in the last week are 36% more likely to buy Brawny than the average consumer (39).

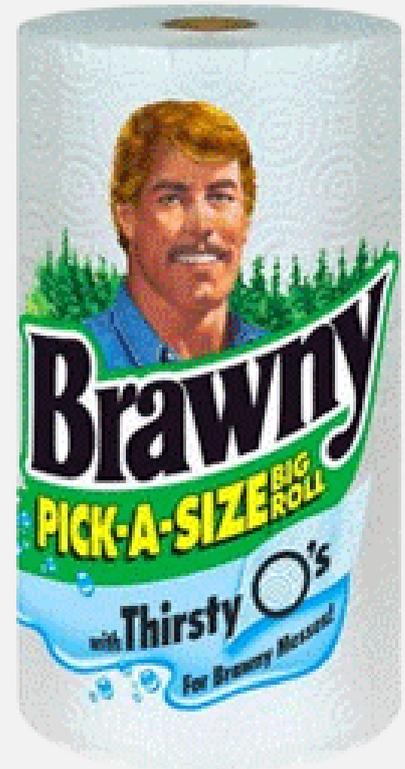
Simmons data does show some potential pitfalls in Brawny's understanding of their consumer base. Brawny's audience favorably consumes media forms, such as print newspapers, e-readers, and radio streams, that the company has neglected to advertise on (40). For instance, Simmons suggests that Brawny consumers are likely to tune in to AM and FM stations on their portable internet-capable devices (41). This fact is concerning given that competitor Bounty spends \$29,270,090 on radio-related advertising, while Brawny invested nothing in radio marketing (42). This lack of coverage could potentially cost Brawny its radio-friendly consumer base.

SITUATION ANALYSIS

CATEGORY CREATIVE ANALYSIS

ADVERTISING HISTORY

Since Brawny's 1975 introduction, the Brawny Man has stood as the leading image of the paper towel brand's design and advertising efforts. However, the iconic Brawny Man mascot has undergone multiple makeovers since the brand's founding. On the packaging's first design, the blonde-haired, blue-eyed Brawny Man donned a red flannel and sported a mustache. This original Brawny man's red flannel has had a lasting impact on the brand's image, inspiring a 1970s Brawny Designer product with plaid packaging and influencing the Brawny Man's style to this day (43). Since his creation, the Brawny Man has been key to the brand's recognizability, as he's appeared on packaging and within brand advertising for decades.

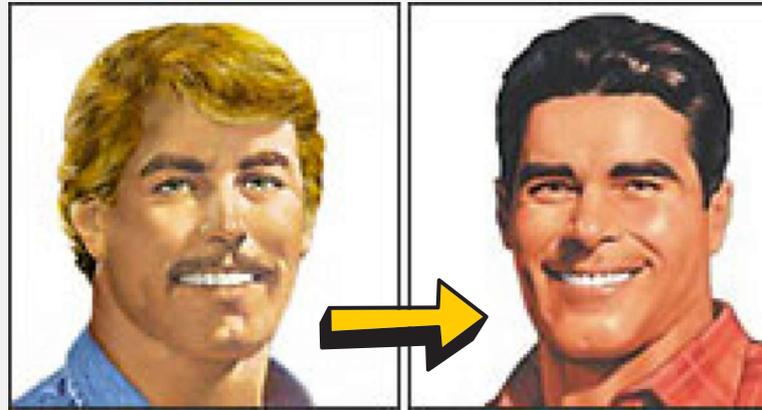


In the early 1980s, Brawny decided to update its mascot. In this redesign, the Brawny Man dropped his axe and picked up a new side-part (44). While his mustache remained, he was now pictured in a blue shirt along with his red flannel (45). Aside from this small shift in accessories, the Brawny Man didn't experience a significant change for almost two decades.

Commercial advertising during this first era of the Brawny Man showed an emphasis on brute strength, matching the character's tough look. A 1970s commercial featured the Brawny Man appearing as a giant and offering paper towels to help a couple clean the exterior of their car, emphasizing the brand's tough "scrub strength" (46). A 1986 commercial followed a similar theme: a massive mess in the kitchen prompted the giant Brawny Man to enter with his roll of paper towels (47). These advertisements highlighted the strength of Brawny's product through the massive strength and size of their iconic mascot.

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By 2003, the Brawny Man was overdue for a makeover. This time, Georgia-Pacific rolled out a clean-shaven, dimpled man with short, styled brown hair (48). This update also saw the character put back on his familiar red flannel. Updated to fit the new millennium, the mascot's image was reframed and reposed (49). While the preceding design only showed the Brawny Man from the shoulders up, the redesign featured him from the torso up with his hands on his hips.



This change in the Brawny man's image also marked a shift in advertising. While past ads focused on strength, this new, clean-cut Brawny Man embraced the softer side of cleaning. In an ad released following the mascot's 2003 makeover, the Brawny Man is featured baking a birthday cake and cleaning up the kitchen as he stares longingly into the camera (50). This, along with the inclusion of a puppy in the commercial, showed an advertising shift from strength to soft as a way to appeal to paper towel-buying women.

In 2015, Brawny underwent another redesign as the Brawny Man grew stubble on his face and was only pictured from his chest to just below his nose (51). This basically faceless Brawny Man is still the current design featured on Brawny paper towels, with his chest and shoulders taking up the majority of the front packaging (52).

In 2017, this blown-up Brawny Man was temporarily replaced with women during Brawny's #StrengthHasNoGender campaign. In this campaign, four women in the STEM field replaced the Brawny Man, all of them donning the same red flannel shirt worn by the mascot. Initiated during Women's History Month, this effort was, according to the packaging, "celebrating strong women everywhere whose personal stories have inspired the rest of us." Brawny also made a \$75,000 donation to an organization supporting young girls in STEM but did not widely advertise the contribution. This campaign has not been repeated since.



SITUATION ANALYSIS

CURRENT ADVERTISING

Brawny distinguishes itself from competitors with its advertising recognizability. The Brawny Man is an iconic image in the household goods industry. The brand's slogan, "the strength to take on tough messes," is backed by the character's strong appearance.



In advertisements, the Brawny Man is shown as a giant, often walking through cities or landscapes, towering over skyscrapers and trees (53). The brand's current advertising campaign, Stay Giant, is featured on their website and in their advertisements, going hand in hand with the imagery of a giant man that Brawny has used for decades.

Part of the Stay Giant campaign is to feature people who do good for their communities, a project titled Giants Take Action (54). The homepage of Brawny's website features a video showcasing the 'giants', a diverse collection of people who help their communities in a variety of ways, like providing school supplies, free lunch, and much more. Brawny played an active role in this campaign by donating money and paper towels to these efforts. However, there was minimal advertising and promotion of this good-doing outside of featuring it on the brand's website.

On current packaging (image courtesy of Brawny website), the Brawny Man is featured from mouth to chest, cutting off most of his face. This image takes up the majority of the packaging's front, demonstrating how Brawny relies on recognizability. The brand has long revolved around its mascot for product designs, and even in modern redesigns, the Brawny Man is always the largest featured aspect.



Brawny's advertising highlights realistic people and families from ambiguous social classes. Showing families grocery shopping, getting ice cream, or cleaning up messes in their cluttered household, Brawny connects to families of all backgrounds and therefore works with relatability in their advertising. The houses featured in their ads are nice and relatively clean, but unlike competitors' advertisements, the homes look lived-in and similar to those of average Brawny consumers (55).

SITUATION ANALYSIS

COMPETITOR ADVERTISING



As a top competitor to Brawny, Bounty's advertising depicts their product being used to quickly clean up messes, highlighting their decades-old slogan of being "The Quicker Picker Upper"(56). Bounty's packaging (shown to left, image courtesy of Bounty website) does not feature a mascot or specific image, and their now iconic green and yellow coloring has only existed since 2009 (57). Before this, their branding rotated around blue and red colors.

Bounty's advertising tactics have undergone just as many changes as its packaging. For twenty years Bounty ads revolved around Rosie, a sassy waitress portrayed by veteran actor Nancy Walker (58). These spots, running from the 1970s through the 1990s, saw Rosie encountering goofy diner patrons and using Bounty to clean their messes. Bounty's current ads do not feature a singular character. Instead, they demonstrate the brand's "Quicker Picker Upper" slogan in action in a variety of settings (59). Bounty's advertisements typically depict middle to upper-class households and extreme cleanliness, which is reflected in individuals with higher household incomes being more likely to buy Bounty than Brawny (60).

Private label paper towels are also among Brawny's largest competitors. Stores like Walgreens, Target, and Walmart all host their own private labels for household products. These products are minimally advertised, often featured alongside brand-name items within store ads. They often feature elaborate product naming, such as "Ultra quilted super premium", and are typically cheaper than competitors (Walgreens brand packaging shown to left, image courtesy of Walgreens website) (61). These products tell buyers via packaging to "Compare vs. Bounty Select-A-Size." Their packaging is often simplistic and lacks iconic advertising, but private labels still act as a top competitor when buyers compare on-shelf pricing.



SITUATION ANALYSIS



Perhaps owing to its traditional standing and long history, Scott's packaging and advertising is conventional. The brand's packaging, shown to the right, is no-frills. While its colors and text have changed slightly over time, Scott's general look has hardly changed in over forty years (62). Today, the brand utilizes red and blue packaging that simply says "Scott Paper Towels."

Scott's previous advertisements mirrored Bounty's use of a recurring character. The 1970s saw the brand run ads that promoted Scott through Aunt Bluebell, a kindly older woman played by Mae Questel (63). Today, however, Scott's advertising reflects the traditional nature of the brand. Two of their most recent ads, for instance, are called "Trusted For Generations" and "How It Made," which features photos of Scott factories from the early 20th century. The brand therefore seems to be leaning into its storied and conventional history.

Reel and Seventh Generation, Brawny's eco-friendly competitors, develop advertisements that are targeted toward younger, more environmentally conscious buyers. Ads for all of Seventh Generation's products have centered on the "It's Just Science" slogan, demonstrating its ingredients and eco-friendly impact (64). Both Seventh Generation and Reel focus much of their efforts on social media. These ads showcase young families, explain the brands' environmental goals, and occasionally engage in political causes (65). While Brawny does not focus on eco-friendliness or recycled paper in their advertising, their Tear-A-Square products highlight reducing waste and being sustainable (66).



Brawny is not often compared on competitors' packaging, which does not attract attention to the brand but also does not promote immediate on-shelf competition.

SITUATION ANALYSIS

PUBLIC OPINION & STAKEHOLDER ANALYSIS

PUBLIC OPINION

Branding agency Deskey facilitated research to modernize the Brawny man and relevant packaging circa 2004 (67). The character's makeover can be attributed to Georgia-Pacific, which figured its allotment of the paper towel market would grow with package modernization (68). Public consensus brought the outdated logo to both Georgia-Pacific and Edelman Public Relations' attention. One Wall Street Journal critique compared the former Brawny man's appearance to that of a "1970s porn star," so the company intended for its new public image to follow product trajectory from "forest products business" to "consumer products" (69).

To add a public element, Georgia-Pacific initiated the "Do You Know a Brawny Man?" contest, which sought out real men who exhibited traits comparable to those of the Brawny Man. The company received over 4,000 submissions, each suggesting personal perceptions of the iconic figure (70). The winner was temporarily featured on Brawny paper towel packaging.

In an effort to address gender stereotypes, Brawny created the #StrengthHasNoGender initiative. The campaign began on International Women's Day, backing female empowerment and strength through packaging and collaborative efforts with nonprofit organizations (71). The Brawny Man was temporarily replaced with a woman to market the aforementioned efforts.

Brawny's associated agencies have played vital roles in branding, which has proven important to consumer perceptions and company performance. An increasing recognition of gender inequality entering the 21st century motivated branding that strays from burly features. Rather, Edelman Public Relations aimed to reach women between the ages of 18 and 55 through renovated branding (72). Today, 6.6% of Americans who identify as women are Brawny users and 50.7% of Brawny users identify as women, according to Simmons data (73).

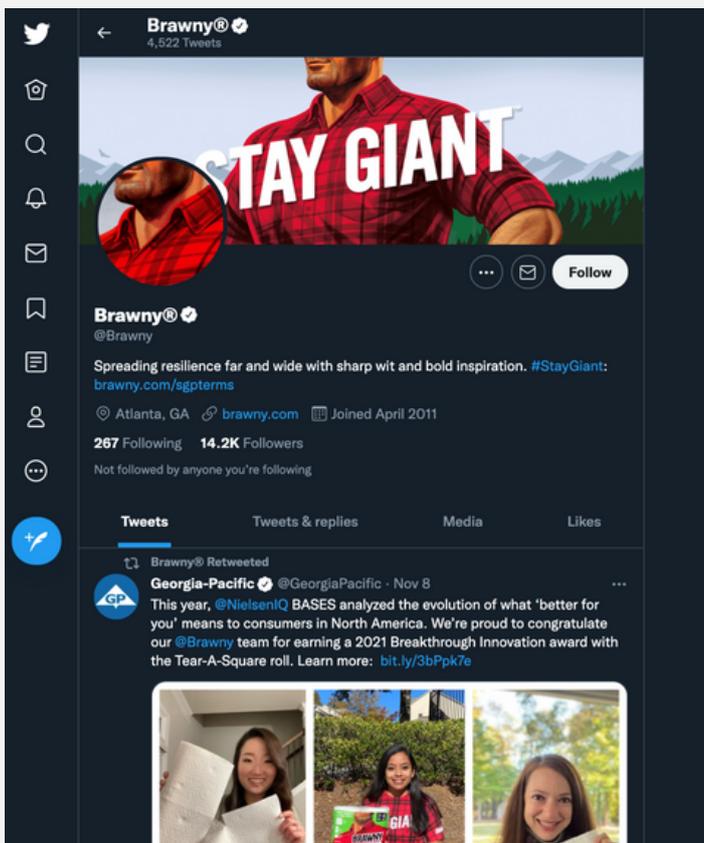


BRAWNY®

SITUATION ANALYSIS

In the early 2000s, Brawny conducted research on new fashion. Amid multiple initiatives to resonate with younger generation markets, the paper towel brand gave away “baby doll t-shirts” and “trucker hats” — then considered fashionable — as promotions at L.A. Fashion Week (74). A notable increase in net income followed these promotional efforts (75).

Brawny’s dedication to observing stylistic trends and gender equality affected public opinion, but the recent COVID-19 pandemic changed public perception of the paper towel industry as a whole. Increased recognition of cleaning supplies and paper goods as sanitary necessities led to a jump in demand (76). Brawny acknowledged the demand for paper towels by reducing shipping time, producing 750,000 additional rolls each day and operating mills 24 hours a day, seven days per week (77). Sparked by the pandemic, paper towel sales jumped 23.7% across the industry in 2020, reaching \$6.77 billion (78). Recent news and media reports, such as a USA Today story on paper product purchase limits at Costco, mention Brawny’s attention to increased demand for their products amid the global pandemic (79).



The Brawny Twitter account, @Brawny

Consumers share generally positive reactions to the Brawny brand across social media platforms. Conversely, Brawny is not particularly active on its accounts. The brand has 753,988 followers on Facebook but has not shared content since July 8, 2021. When it does post, Brawny advertises products and shares the stories of individuals helping communities through their #GiantsTakeAction initiative. The brand also responds to users’ positive reactions and complaints through comments on individual posts (80, 81). Brawny’s Twitter (14.3k followers) is their most interactive account, considering its retweets and responses to consumer posts (82).

SITUATION ANALYSIS

STAKEHOLDER ANALYSIS

Shareholders and Employees

Georgia-Pacific Consumer Products LP shareholders

Koch Industries, Inc. bought Atlanta-based manufacturing company Georgia-Pacific in a 2005 transaction. Ultimately, the \$21 billion deal led to private ownership because Koch Industries, Inc. is a privately-held corporation (83). Georgia-Pacific Corporation owns 10% of Georgia-Pacific GmbH, and Georgia-Pacific West, Inc. is responsible for the other 90% (84). Company performance affects these entities and their investments in the brand.

Current and prospective Georgia-Pacific LLC employees

Georgia-Pacific currently employs over 30,000 people across the globe. The company operates more than 180 facilities and possesses \$834 million total in direct wages and benefits (85). Georgia-Pacific lists three U.S. mills where Brawny is made: the Clatsop County, Oregon, Putnam County, Florida, and Baton Rouge, Louisiana mills each “provide[s] over 900 jobs to its local economy” (86) Modifications or significant changes to the company may put employees at risk or benefit.

Partners

Sustainable Forestry Initiative

Brawny “wood and fiber sourcing (procurement) practices are certified to the Sustainable Forestry Initiative® (SFI®) Certified Sourcing Standard.” The certification stems from acknowledgment of legal, sustainable wood sourcing practices demonstrated by Brawny (87). Taking ethics and organization standards into account, the Sustainable Forestry Initiative is a stakeholder with continued interest in Brawny’s practices.

The United Way

The United Way, a nonprofit organization founded in Denver, works with many communities to promote “health, education and financial stability” (88). Brawny mills located in the United States partner with the United Way to support communities and provide access to jobs (89). Brawny sales determine profit, which plays a role in employment rates and accessibility.

SITUATION ANALYSIS

Customers

Brawny Retailers

Brawny paper towels are sold at a variety of retailers, including “trusted online partners,” according to the Brawny website (90). Walmart, CVS, Rite Aid, and Acme are among the many retailers that carry Brawny paper towels. Brand success brings in profit for retailers, who monitor the performance of products they sell.

Brawny users

To some extent, all product consumers are invested in the brands they purchase from. Brawny users and their actions determine brand successes and detriments. As mentioned above in the Consumer Analysis, 46.9% of Brawny buyers are older than 55, and African American consumers are 70% more likely than the average consumer to buy Brawny.

SWOT ANALYSIS

Strengths

- Possesses a 45-year brand history and an iconic, consistent mascot
- Priced competitively with traditional brands and even eco-friendly alternatives
- Shows a willingness to get creative and address social topics

Weaknesses

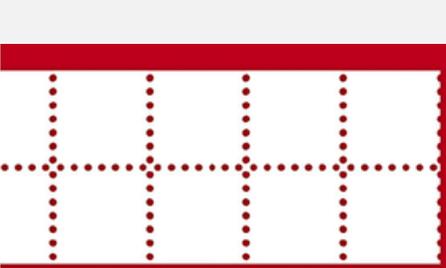
- Marketing efforts are being outspent by competitors, missing favorable demographics
- Dormant social media accounts are being outflanked by savvy, eco-friendly brands
- Lack of appeal to young consumers, dependence on older base spells long-term trouble

Threats

- Rise in environmentalism means Brawny could lose buyers to eco-friendly brands
- Private label quality increases could take Brawny’s more price-focused consumers
- Increasing input costs and less pandemic-fueled buys will cut into Brawny’s revenue

Opportunities

- Focus on the brand’s diverse consumer base in advertisements and marketing
- Market toward consumers that use newspapers, e-readers, and radio
- Current media practices and social media presence means key demographics are undersaturated, presenting chance for big impact



SITUATION ANALYSIS



KEY ISSUES & IMPLICATIONS

Growth of private label brands

One undeniable problem for Brawny is the continued growth and improvement of private label paper towel brands. When considered together, private label brands are second in national buyers, trailing only Bounty. Even while the rest of the paper towel industry has lagged, private label growth has been stable over the past few years. Perhaps most importantly, the private labels have made concerted efforts to raise their quality.

To address this issue, Brawny will have to reassert the superiority of its products' quality. One solution is to use the brand's "strength to take on tough messes" message, along with a demonstration showing Brawny's relative toughness compared to store brand competitors. This type of advertisement could reaffirm perceptions of private label quality issues, while also showing Brawny's superior strength.

Brawny's demographic focus

While Brawny continues to lag behind Bounty in overall media spending, a bigger issue is that the brand is not reaching all the mediums used by its consumers. The vast majority of Brawny's current advertising budget is spent on television ads. While there is merit to spending on TV, doing so nearly exclusively is a mistake. Simmons data shows that newspaper and e-reader users are more likely than the average consumer, and the TV viewer, to buy Brawny.

An improved approach would not neglect television advertisement in favor of newspapers and e-readers, but instead, streamline Brawny's ad spending. Some current television money could be reallocated to focus on the brand's most favorable platforms. Meanwhile, TV spending could be centered on the programming most viewed by Brawny buyers. Advertising during food shows would continue, but some ads could also be directed toward channels watched by basketball fans, a demographic that supports Brawny but has yet to be effectively reached.

The rise of eco-friendly brands

As described in the Industry Overview section, the wasteful nature of traditional paper towels will lead to the rise of eco-friendly alternatives. Already the industry has seen Seventh Generation (100% recycled paper towels) enter big retailers, and Reel (bamboo paper towels) is now placed in Target stores. These environmentally friendly brands have also reached a national audience via social media. Their growing availability and social media accounts means that eco-friendly brands will present new competition to Brawny, especially among younger, more environmentally conscious consumers.

Brawny does have the ability to counter this issue. The brand's Tear-A-Square product offers consumers a way to eliminate waste by choosing the paper towel size they need. However, Brawny will have to more explicitly connect this product to environmentalism, both through traditional outlets and social media, if it wants to counteract its eco-friendly competitors.

CAMPAIGN STRATEGY



PRIMARY CONSUMER PROFILE

MEET THE WILSONS

It is a usual Tuesday morning in the Wilson household. Charles, age 42, and his wife Sarah, age 38, wake in their suburban home around 6:30 a.m. Sarah rouses their two children, a boy and girl ages five and 10 years old, and gets them ready while Charles prepares for work. The whole family leaves the house at the same time, Charles heading to his accounting job and Sarah taking the kids to school. After dropping off the kids, Sarah comes home and gets ready for her job as a dental assistant.



Charles takes a half day at work so that he can see the kids perform in a school concert. This is not new — Charles and Sarah are happy to take off work to watch their kids' plays, concerts, and baseball games. After the show, Charles and the kids pick up ice cream at a drive-thru and take it home. Charles is left to clean up the mess when his daughter spills on the dining room table.

After dinner, the entire family spends the evening together in the living room. Sarah sits on the couch, flipping through social media on her iPad. She starts by checking Facebook. She reads and responds to a direct message from her sister, and ends up spending an hour messaging back and forth. The kids sprawl in front of the television, watching their favorite shows on Cartoon Network. Charles lounges next to Sarah, idly flipping through Twitter. After twenty minutes of scrolling, he puts his phone down and watches Cartoon Network with the kids.

Later in the evening, Charles gets the kids ready for bed. After putting the kids to bed, Charles heads to the bedroom he shares with Sarah. He flips on their small television and uses Roku to stream a show on MTV. Sarah stays in the living room, and doesn't change the channel as Cartoon Network switches over to Adult Swim. Sarah continues to use her phone, visiting Amazon and ordering arts and crafts supplies for the kids. After an hour or so, she heads to bed. Charles turns off the TV, and he and Sarah go to sleep.

CAMPAIGN STRATEGY

DEMOGRAPHICS

The two defining demographic characteristics that we will target are age and parental status. We plan to focus on the age 40-44 demographic, as people in this range are currently 28% less likely to buy Brawny than the average consumer. We also intend to target households with children ages 2-5 and 6-11. These two demographics are 28% and 32% less likely to buy Brawny than the average consumer, respectively (Simmons OneView). Combining these objectives produces a single target group: parents ages 40-44 with young children. Logic would indicate that this group should be a strong buyer of Brawny. Young children are prone to making messes, and so parents ages 40-44 should be buying Brawny paper towels at a greater rate than the average consumer. The fact that we are struggling with this group means that our campaign must directly address them.

Based on our target of parents ages 40-44, we can narrow in on our demographics. For instance, people ages 40-44 are 34% more likely than the average adult to work in management, business or financial operations. Brawny consumers, meanwhile, are 17% less likely than the average person to work in these fields. Additionally, a majority of people ages 40-44 (60.1%) own a house, and another 13.7% rent a house (Simmons OneView). Combining these occupational and residential factors, along with Brawny's struggles in them, indicates that we should target consumers in suburban areas.

ATTITUDES AND VALUES

The attitudes held by parents ages 40-44 toward family life and the internet will be crucial to our campaign. Parents ages 40-44 deeply value family. For example, those ages 40-44 are 14% more likely than the average consumer to agree a lot with the statement that "I like spending most of my time at home with my family." Those with kids ages 2-5 in their household are 26% more likely than the average respondent to agree a lot with that same statement. In sum, our target consumers cherish their families.

Parents ages 40-44 often utilize the Internet to communicate with their loved ones. Respondents with children ages 2-5 in their household, for instance, are 33% more likely than the average person to agree a lot that they "rely on the internet to communicate with friends and family." This pattern follows into their purchasing behavior. People ages 40-44 are 20% more likely than the average respondent to agree a lot that they are "more likely to purchase a product online than in the store." (Simmons OneView). Our campaign will focus on improving Brawny's online presence in order to better attract parents ages 40-44.



CAMPAIGN STRATEGY

BEHAVIORS

A consistent platform used across those ages 40-44 and parents of kids ages 2-5 and 6-11 are streaming devices, like Roku and Google Chromecast. All three of these demographic groups are 14% more likely or more to have used a streaming device in the last week than the average consumer. While they are not uniquely likely to use television or mobile phones, 90% or more of parents ages 40-44 utilized these devices in the last week (Simmons OneView). We will therefore also focus on these platforms in our campaign.

It is also important to note that parents ages 40-44 enjoy using a number of social media sites. In fact, people ages 40-44 and parents of kids ages 2-5 and 6-11 are all significantly more likely to use Facebook, Twitter, and Instagram than the average respondent (Simmons OneView). Given this pattern, we will look to grow Brawny's nascent social media presence.

SECONDARY CONSUMER PROFILE

MEET NICOLE JONES

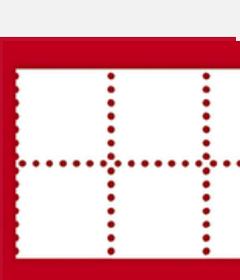


Nicole Jones wakes up in her apartment early in the morning. As she gets ready for the day, she reaches for her toothpaste and realizes she's looking in the wrong drawer. She hasn't gotten used to the new apartment yet -- she and her partner moved in just a month ago. Her bathroom cabinet is scattered with a couple of eco-friendly products, mixed in among more traditional brands. Nicole wants to buy more environmentally friendly products, but she believes that many are out of her price range.

Nicole gets to her teaching job at the local elementary school early. At only 27, she has already been teaching in her second grade classroom for three years, having landed the job only a couple of years after earning her Bachelor's degree. Nicole spends the morning and afternoon helping her students, often cleaning up spills and messes in the classroom.



CAMPAIGN STRATEGY



Upon arriving home, Nicole takes a moment to check the dough she left in the fridge the night before. She and her partner have become much more interested in cooking and baking at home since the COVID-19 pandemic began. After scrolling through her social media and eating a quick dinner, Nicole and her partner head out to a sculpting class at the local community center. Despite their busy schedules, the pair likes to make time for hobbies and activities.

Nicole arrives home after the class and settles on the couch. She flips on Hulu, and sits through a series of ads before her show, an Adult Swim cartoon, begins. While the show plays, Nicole again opens social media and cycles through her various accounts. She looks first at Facebook, but spends the most time on Instagram. She likes a post from her partner, a series of pictures from the football tailgate that they attended the weekend prior. Given that it is a school night, Nicole watches only a couple of episodes on Hulu before heading to bed.

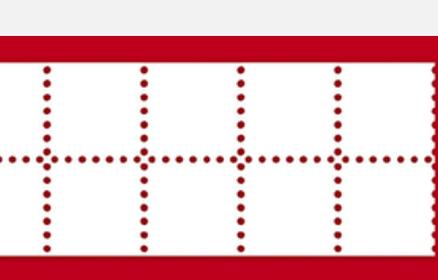
DEMOGRAPHICS

We intend to target a group of people we will call “young professionals.” We can define this group first by age, as we will be targeting consumers ages 25-29. This age group is currently 18% less likely to buy Brawny than the average consumer. In addition, education and occupation are defining features of our “young professionals” group. People who hold Bachelor’s degrees are currently 17% less likely to purchase Brawny than the average respondent. In terms of occupation, Brawny does not currently hold a strong market share with traditional white collar workers. For instance, those that work in legal, education, and training jobs are 14% less likely to buy Brawny than the average consumer (Simmons OneView). Taken together, this information demonstrates that we should target young professionals.

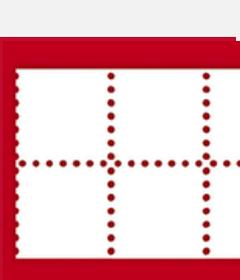
There are a couple more pieces of demographic information that we will keep in mind when forming our strategy. First, people ages 25-29 are 131% more likely than the average person to live with a partner in a domestic relationship. Second, this same age group is 110% more likely than the average individual to have moved into their current residence in the last month (Simmons OneView). These characteristics show that our target group is going through a dynamic period in their lives.

ATTITUDES AND VALUES

Two sets of attitudes define our secondary target group: supporting eco-friendly products and taking risks. People ages 25-29 believe in the superiority of environmentally friendly products. In fact, this age group is 45% more likely than the average person to agree a lot that “eco-friendly products are higher quality products.” However, price currently acts as a barrier to purchase for these young professionals. Those ages 25-29 are 18% more likely than the average person to agree a lot that they “would buy eco-friendly products if they were less expensive.” (Simmons OneView). This demonstrates that young professionals value eco-friendly product options, but will only buy them if they are reasonably priced.



CAMPAIGN STRATEGY



Younger consumers also like to take risks, both in the abstract and in practice. For example, people ages 25-29 are 61% more likely than the average respondent to agree a lot that they “enjoy taking risks.” This risk-taking attitude extends to the way this group buys products. In fact, people ages 25-29 are likelier than the average person to try new foods, drinks, and nutritional foods (Simmons OneView). These values show that young professionals take risks, even in the grocery store.

BEHAVIORS

One important behavior pattern to note is that young professionals enjoy partaking in a variety of leisure activities. People ages 25-29 are all significantly more likely than the average person to have cooked and baked for fun, tailgated, and pursued artistic activities in the last twelve months. For our campaign’s purposes, it is interesting to note that all of these activities can create messes that may be cleaned up by Brawny paper towels.

Among media platforms, young professionals greatly favor video game systems. Indeed, people ages 25-29 are 87% likelier than the average person to have used a gaming console in the last week. This group also uses streaming devices, as they are 34% more likely than the average respondents to have utilized them in the past week. Young professionals’ enjoyment of these devices is important, as our primary consumer group also prefers this platform.

Like our primary consumers, young professionals are enamored with the major social media platforms. People ages 25-29 are 35% more likely to use Instagram on their phone than the average person, and 65.9% of this group uses Facebook. Another point of interest is that young consumers are 159% more likely than the average consumer to have used Hulu with commercials in the last week (Simmons OneView). We will look to target these platforms in our campaign.

How do our consumers connect?

We will expand on this concept in the creative brief, but we want to note now why our primary and secondary consumer groups connect. These two groups appear very different at first glance. Parents ages 40-44 focus on their families and their homes. Meanwhile, young professionals ages 25-29 concentrate on their careers and their apartments. The profiles above demonstrate the major differences between the two groups.

However, they are united by one overarching similarity: their lives are dynamic. Though their daily responsibilities may be different, almost everything they do is energetic and lively. Parents are chasing after their children, while young professionals are moving into new apartments. These activities may be different, but they require the same dynamic energy that defines our overall target audience.

CAMPAIGN STRATEGY

THE STRATEGY

ULTIMATE BUSINESS OBJECTIVE

Brawny hopes to expand its consumer base by better attracting parents ages 40-44 and young professionals ages 25-29. As demonstrated in the consumer profiles above, we are not performing as well with those target groups as we predict we should be based on their lifestyles and needs. It is clear that a rift exists between these target customers and how they currently perceive our brand. We will close this gap by placing an emphasis on our Tear-A-Square product, creating a deep association in consumers' minds between its dynamic reliability and Brawny. Through this campaign, Brawny will strive to increase sales in these two age ranges by five percent in the next six months.

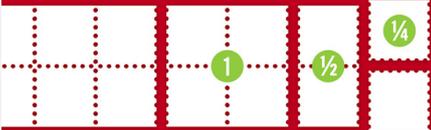
COMPETITIVE ADVANTAGE / UNIQUE SELLING POINT

Brawny has numerous paper towel size options, allowing consumers to choose the size that is best for their lifestyle. Leading competitor Bounty sells a Select-A-Size product that is similar to Brawny's Pick-A-Size variant, as both products offer sheets that are half the size of traditional options. However, Brawny also has the Tear-A-Square variation, a roll that is perforated to a fourth of the size of a traditional sheet and therefore provides the consumer with more options. By highlighting this product, we hope to emphasize how Brawny is customizable to any lifestyle.



CAMPAIGN STRATEGY

**MORE OPTIONS
SO YOU CAN USE LESS.**



TEAR-A-SQUARE™

Brawny's Tear-A-Square product allows customers to choose the best size paper towel to clean up their individual mess. Whether it is creating an impromptu drink coaster or cleaning up a large paint spill, Brawny Tear-A-Square offers more adaptability than any other paper towel. The small perforated squares make it easy to divide the paper towel into smaller pieces or leave it as a larger towel. Consumers can use only what they need, decreasing the amount of waste and negative environmental impact. In terms of price appeal, younger consumers ages 25-29 said they would buy eco-friendly

products if they were less expensive (Simmons OneView). Brawny paper towels are competitively priced and make it easy for consumers to only use what they need.

Brawny is reliable. We are a well established brand that has proven to be high quality. The ability to combine our reliable reputation and Tear-A-Square's inventive nature is unique, and it means that customers can be sure of both our dependability and adaptability.

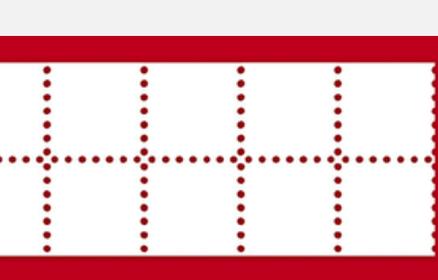
CURRENT AND DESIRED POSITION

Brawny has positioned itself as a trustworthy paper towel company since its 1974 introduction. Given our longevity and brand consistency, Brawny stands as a traditional paper towel choice. As the company continues to evolve to fit the needs of our consumers, we do not want to lose our dependable and traditional personality. Older customers are deeply loyal to Brawny: for instance, 46.9% of Brawny's consumers are over 55 years old (Simmons OneView). We value our older customer base and want to maintain that demographic.

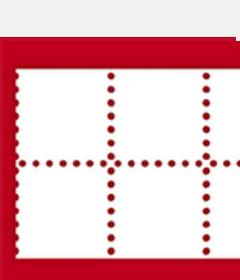
At the same time, we strive to expand our customer base to parents and young professionals by positioning ourselves as a more dynamic brand. By emphasizing the Tear-A-Square's customizable nature, we think these target groups will see Brawny as both reliable and inventive. We believe this strategy will attract a younger audience while maintaining our current consumers. This will boost our sales in the short-term, and ensure our continued growth in the long-term.

CURRENT AND DESIRED BRAND

Today, Brawny stands as a traditional brand predicated on reliability. This position of dependable toughness is reflected in our current slogan, "The Strength To Take On Tough Messes." (<https://www.brawny.com/>). Brawny's traditional nature has been clear in the consistency of our advertising over the years. Our iconic Brawny Man mascot was on the first roll of Brawny paper towels, and, with only a few small updates, he remains there to this day. The current slogan and logo therefore reflect Brawny's tradition and reliability, and this sense of dependability is not something we wish to lose.



CAMPAIGN STRATEGY



Moving forward, Brawny should embody a personality that is both reliable and customizable. We will strive to build on Brawny's well-established, traditional branding while also catering to the needs and lifestyles of younger audiences. We therefore plan to build a brand that is based around our target consumers and their dynamic needs while maintaining our classic reliability.

We do not take for granted that Brawny has an ethnically diverse consumer base. While a majority of our consumers are white, African American consumers are 70% more likely than the average consumer to buy Brawny (Simmons OneView). To retain our ethnically diverse consumers, we will continue to promote inclusivity in our new efforts. Our campaign emphasizes the individuality of each consumer, making all our consumers feel understood and seen.

By reinforcing our historical branding as well as crafting our new campaign, we want customers to feel confident in the quality and versatility of our products. Customers should feel valued, comfortable, and excited when purchasing from Brawny. Buyers should feel that our products are made with their individual needs in mind.

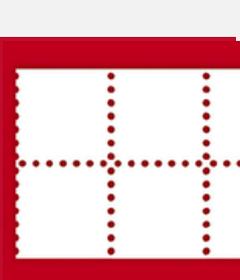
TIMING

Our campaign will run through the holiday season, which we have narrowed down to November 1st through December 31st. We chose this time frame because the holidays are a time when messes and chaos takes place, increasing the need for and use of paper towels. Whether consumers are cooking holiday dinners or baking desserts, there is more time spent in the kitchen and therefore more time spent cleaning up. Cooking and baking are both activities that, as previously mentioned, people ages 25-29 are significantly more likely to engage in than the average consumer. These activities are also a bonding opportunity for parents ages 40-44 and their children. Additionally, the holidays are often associated with family time, which is something our primary target consumers value deeply. We also recognize that the holidays look different for everyone. This is a great match for our Tear-A-Square product, which allows our consumers to customize their paper towel experiences based on their individual lifestyles.

The campaign will run throughout the work week, but will emphasize late-week to weekend days in order to spike awareness of the Brawny brand around peak grocery shopping times (Today.com). Generally, grocery stores see increased traffic from Friday through Sunday, so trying to concentrate most of our ads between Thursday and Sunday will help consumers remember the Brawny name when running their weekend errands (Google Business "Popular Times" feature).



CAMPAIGN STRATEGY



In an attempt to break into our weaker markets, we will try to focus our efforts in the Upper Midwest and East Coast regions, where the brand has underperformed compared to the South and West (Simmons Oneview). These ads will be concentrated around cities and suburbs, where our target markets are more likely to live (Simmons Oneview).

We have strategically decided to allocate a large portion of our budget to streaming service, social media, and online advertisements. According to the Simmons data analyzing media behaviors, both our primary and secondary target consumers are more likely than the average consumer to use streaming devices. Young professionals are also predominant users of Hulu with commercials, making this particular streaming service a beneficial platform for our advertisements.

Similar to streaming devices, both the ages 40-44 demographic and young professionals are heavy users of Facebook. While this platform stands out, it's important to note that both target groups also utilize Twitter and Instagram on a regular basis. Advertising on these platforms will ultimately allow us to achieve our campaign goal of building Brawny's social media presence. Our primary target market, parents ages 40-44, are more likely to purchase products online rather than in the store, which makes these advertisements necessary and will grow Brawny's minimal online presence as well (Simmons Oneview).

We will also allocate a small portion of our advertising budget toward running a few limited radio spots to capitalize on the weekend grocery rush. While radio isn't the most important medium to target for our ideal consumer groups, the timely placement of these ads might help remind consumers of the Brawny brand while they head to their weekend shopping destinations.

Each of our streaming service advertisements will run after work hours and throughout the evening since both of our target markets are likely to hold traditional 9-5 jobs. These particular advertisements will run all day on weekends due to the popularity of binge watching series on these platforms.

Our social media and online advertisements will run throughout the day because even if our consumers are at work, there is still a tendency to periodically scroll through news feeds or browse the web. Our limited radio spots will run from 11-3 on Saturdays and Sundays, as these are known to be peak weekend hours for grocery shopping (Today.com).

CREATIVE CONCEPT/ THE BIG IDEA

Our entire creative campaign will be organized under a single concept: dynamic lifestyles need dynamic solutions. With this established, we will now explain why we centered on this concept, what it will look like, and how it will benefit Brawny.

We chose this dynamic focus due to the one major difference between our current and target consumers. Our research has shown that current Brawny consumers are overwhelmingly older. Brawny's current advertising techniques — focused on conventional methods and the brand's traditional reputation — have cultivated this customer base. Additionally, we currently struggle with our target consumers, who are younger and have generally more spirited lifestyles than our current customers.

We therefore possess a key insight into our target consumers that our current marketing efforts have failed to address: they live dynamic lives. Our two target groups, parents ages 40-44 and young professionals ages 25-29, spend their days very differently. However, they are united by the fact that their lives are incredibly dynamic. For instance, parents ages 40-44 spend their days working, making family dinners, and picking up after their kids. Young professionals, meanwhile, move into new apartments, start new jobs, and learn to cook new dishes. All these activities are incredibly dynamic, and so positioning our product to fit with them will be crucial to reaching our target audience.

Our campaign will aim to own the concept that Brawny is the dynamic product to fit into our target groups' energetic lives. We feel that we already have the product to do so. Brawny's Tear-A-Square variant, with its customizable paper towel sizes, can clean up messes of any size. This product should be perfect for and sought by parents ages 40-44 and young professionals ages 25-29. Given our struggles among these categories, it is clear that we need to change our focus.

This campaign must therefore instill three crucial characteristics in the Brawny brand: we have to be dynamic, current and reliable. The first two adjectives will be new goals for our brand. We can showcase our product and our brand as dynamic and current through our choices of content, platforms and tone. Platforms will be particularly key. Given Brawny's current lack of online presence, we need to build our creative content to take advantage of digital mediums. The final characteristic, reliability, is something we already possess. While we do want to update our brand to fit our target market, our efforts will also aim to display the dependability of our products. We will focus on this because dynamic lifestyles are fast and stressful. With all they have going on every day, parents ages 40-44 and young professionals ages 25-29 need a paper towel they can rely on. This plays to our current strengths and will remain a crucial part of our overall creative efforts.

CAMPAIGN STRATEGY

In order to attract a younger audience, the tone of our campaign will be light, passionate, and caring. We want to produce creative content that is bright and fast-paced because it will fit the dynamic nature of our target groups. Our video advertisements should therefore be quick and full of color, and they should hold some humor. However, the heart of our ads should be caring. Our primary target group, parents ages 40-44, are dynamic with and because of their families. We should show these consumers that among life's chaos, we also value family deeply.

It is obvious that we want to increase our sales among parents ages 40-44 and young professionals ages 25-29. However, just as important is our goal of making these groups understand that Brawny is a modern brand. To get our target audience to buy Brawny products, we must first show them that our products can fit into their dynamic lives. We believe that the creative efforts and tones discussed in this section will accomplish this goal.

THE MEMO

Who are we talking with?

We are speaking with parents (ages 40-44) to young children (age groups 2-5 and 6-11) engaged in dynamic family life, as well as outgoing young professionals between the ages of 25 and 29.

What is your main message?

Brawny paper towels aid multiple generations in the communal effort to keep dynamic households clean.

What is the key word?

"Versatility" encompasses the notion of strength in individualistic action, such as cleaning unique messes that may pop up consumers' lives.

Why do I care?

Brawny products are used to effectively clean messes, making slight inconveniences easier for you to fix while focusing on life's larger opportunities.

Why should I believe you?

Our primary and secondary consumers lead dynamic lives, which means they need the reliability of Brawny paper towels to keep up with the variety of messes that may occur in their daily lives.

How should they feel?

Audiences should feel enthusiastic to pursue traditional or niche activities with the support of Brawny products that will reliably mitigate messes along the way.

What do you want me to do after seeing the campaign?

After viewing our campaign, we want customers to think favorably about Brawny and be excited to purchase our Tear-A-Square product.

CREATIVE PLAN



CREATIVE PLAN

CAMPAIGN OVERVIEW

The Brawny logo is rendered in a bold, black, sans-serif font with a white outline and a registered trademark symbol. It is set against a yellow, irregular, splash-like background that resembles a paper towel's shape.

**"Dynamic lifestyles need
dynamic solutions"**

The big idea behind Brawny's campaign is that 'Dynamic Lifestyles Need Dynamic Solutions'. As a brand, we understand that no mess is the same because no user is the same. We understand that messes aren't one-size-fits all, which is why we are promoting our belief that 'Dynamic Lifestyles Need Dynamic Solutions'. With Brawny's Tear-A-Square® design, our paper towels are able to adhere to a large number of our users' unique messes they create and encounter.

Our advertising and promotional events will work to showcase the versatility and dynamic nature of Brawny paper towels. We plan on showcasing our paper towels being used in a variety of situations, showcasing families, active lifestyles, and creativity. We aim to stand out from our competitors by showing that our Tear-A-Square® design perfectly adapts to unique and unconventional lifestyles and messes.

Alongside our advertising, we aim to share ads, clips, and more through Brawny's social media pages such as Instagram and Twitter. We plan to be more active in posting and interacting with our consumers in hopes of developing a better relationship marketing strategy. Both of our target audiences are users of social media, so we believe that interacting with our target consumers and becoming a more responsive brand will help build our recognition of dynamic lifestyles.

Our target audiences of young adults ages 25-29 and family-oriented individuals ages 40-44 may have daily experiences that vary from another greatly, but they both live dynamic lifestyles. Young adults are interested in following passions and finding creative outlets as they navigate the early years of their careers. Parents of children may be going to soccer practice, working, and trying to find entertaining things to do with their children while they are still young. Because of these characteristics in our target demographics, we believe that our 'Dynamic Lifestyles Need Dynamic Solutions' idea fits in well and will engage both target groups through regular advertising as well as scheduled 'mess fest' public and PR events.

UNIFYING THEMES

There is no doubt that our two target audiences, parents ages 40-44 and young professionals ages 25-29, live very different lives. However, as stated above, the biggest unifying factor between these two groups is that they live dynamic lives. We will therefore unify our campaign around the theme that “dynamic lifestyles make messes.”

On the one hand, this concept is a major departure from Brawny’s current advertising style. The brand’s current efforts, more traditional advertising through television, have cultivated an older, more static demographic that sees us as a dependable choice. However, we do not think that emphasizing dynamic lives will endanger our current audience. We believe instead that people living dynamic lives need a paper towel they can depend on to clean up messes of all sizes. In this sense, we can both appeal to our new audience while maintaining our current consumers.

We also want to emphasize that people should not “stress the mess.” Brawny is a paper towel that is capable of cleaning up messes of all shapes and sizes, so people can feel free to get messy and creative. We intend to reinforce this concept through our Mess Fests, which will be discussed further below.

Taken as a whole, we want to demonstrate to young professionals and parents ages 40-44 that Brawny is the go-to paper towel product for their dynamic lives. We are a customizable, modern and flexible brand that can fit our target audience’s dynamic needs.



CREATIVE PLAN

#BrawnyHolidayMess TV Ad



SCENE 1, WIDE ANGLE

Home decorated for the holidays seen from the outside, Brawny Man peers in



SCENE 2, WIDE ANGLE

Actors sitting around the Christmas tree, serving as the view the Brawny Man sees



SCENE 3, MEDIUM SHOT

Family having a picturesque holiday and child spills hot chocolate



SCENE 4, CLOSE UP

Instead of parents getting mad, family has fun making an even bigger, holiday mess



SCENE 5, MEDIUM SHOT

Instead of parents getting mad, family has fun making an even bigger, holiday mess



SCENE 6, WIDE ANGLE

Brawny Man arrives and offers family paper towels to clean up the mess they made together

This holiday season ad will emphasize that the best holiday celebrations give the gift of mess. With holiday baking, decorating, and present creation, mess is inevitable, and Brawny is there to clean whatever mess you create for whatever you celebrate. This ad series will highlight a diverse range of families celebrating all different kinds of holidays with Brawny cleaning for and connecting them all. Therefore, the intended audience for these ads is 40-44 adults with kids who need all the help they can get keeping a clean home during the holiday season. The ad will highlight the value of family and display the warmth of being home for the holidays. We also plan on posting screencaps of this holiday ad to unify the holiday spirit across our social media platforms.

While this storyboard is based on themes familiar to many current paper towel commercials, we think that our pacing and execution will set this ad apart. Upsetting the slow, idyllic scenes of the holidays with fast-paced shots of spills, messes and mayhem is dynamic to a degree not matched by our competitors. This design serves two purposes. First, it draws in our target groups with a thrilling yet relatable presentation. The commercial's pacing will be exciting enough to draw these consumers in, and its actual content will connect with them. Second, it explicitly shows Brawny's dynamic ability, and how it fits into equally dynamic lives. This ad should therefore boost our target audience's opinion of the Brawny brand and its products.

CREATIVE PLAN

#MakeAMess Social Media Campaign



In our #MakeaMess social media campaign, our goals will be to increase consumer awareness of Brawny as a youthful and exciting brand, while also engaging in relationship marketing by interacting with consumers on social media platforms. We plan on having people tweet photos of their household messes to the hashtag for a chance to win a year's supply of free paper towels. The winner will be the entrant who posts the most ridiculous, craziest or most impressive mess. This event will run through late June and early July.

We feel that this event will help our overall campaign in a couple of ways. First, we think that by pushing this campaign through our social channels, we will reach a bevy of dynamic consumers we have yet to contact. Given that this will run in the same time period as our Mess Fest events, our target audience will see Brawny in a number of new and exciting contexts. We will pay special mind to engage with #MakeaMess responses that fit our campaign theme: messes resulting from cooking, art projects and family dinners, for instance. This campaign will therefore demonstrate our commitment to dynamic lifestyles on both a general and individual level.

We intend to run a similar social media campaign during the holiday season, this one under the hashtag #BrawnyHolidayMess. Running right before and up through Christmas, we will promote this hashtag and encourage users to share photos of their messiest holiday happenings. Our social channels will retweet and repost select submissions, especially those that fit the overall theme of dynamic family time. We feel that the holiday season, with its emphasis on family, cooking and activity, is the ideal time to garner engagement from our target consumers.

Alongside this hashtag campaign, the Brawny social accounts will become more active in engaging with our consumer base. We will respond to people's tweets, comments, and posts across various platforms, as well as increasing the frequency of our own posting in order to facilitate higher engagement rates. We believe that an increased presence on social media will attract new consumers from our target groups, and show current ones that Brawny is a modern, dynamic brand.



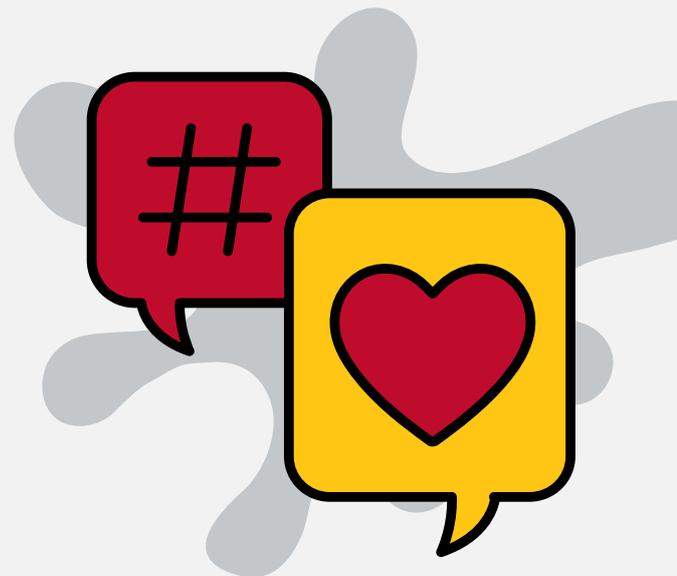
Social Media Graphics



This mockup demonstrates the overall tone that we will take on our social media profiles and channels. The overall message fits with one of our unifying themes: you don't need to worry about making a mess, because Brawny has your back. The fact that the text "oops." is all lowercase and is punctuated with a period instead of an exclamation mark shows that making a mess is not something to panic about. Placing our "#SayYesToMess" hashtag right underneath further shows the viewer that making a mess is no big deal when you have access to Brawny.

A graphic in this style can appeal to both of our target audiences. The casual and flippant nature of the text and presentation will appeal to our young professionals target group. On the other hand, the image of spilling milk should connect with parents ages 40-44, whose kids are often creating similar messes.

The tongue-in-cheek nature of this graphic -- namely the idea that one shouldn't cry over spilled milk -- will set the tone for the rest of our social media presentation. We want our content to be dynamic, funny and a bit cheeky. We feel that the mess-focused content of these ads will connect with parents ages 40-44, and its slightly subversive nature will appeal to young professionals. In both cases, we will simultaneously be showing our target groups that Brawny is a dynamic brand with ideal products for their dynamic lives.



'Mess Fest' Story Graphics

These two images are mockups of social media posts and flyers that will tease the Brawny Mess Fest in Chicago and New York. These are versatile assets in the sense that they can be used as Instagram stories on the Brawny account, as well as fliers to be posted in the cities mentioned. These elements should convey a feeling of excitement and mystery in the targeted communities. They are intriguing but mysterious, and so they should inspire interest as to what they are hinting at.

These messages will target our dynamic target audience in select major cities, especially our young professionals demographic. They fit into a new, buzz marketing category that should intrigue younger people. By targeting large cities like New York and Chicago, our messaging will be in front of young urban professionals, and we anticipate this messaging's mystery will pull them in.

We expect that advertising like this will not only increase event attendance, but will also increase traffic to our website and social media channels. Our belief is that the intrigue of these mockups will prompt our young professional target demographic to search the internet for an explanation.



CREATIVE PLAN

'Mess Fest' Radio Ad

"Get ready, get set... get messy! Grab your running shoes and join Brawny paper towels as we make a mess in a city near with our new Color Run event. Head to the Chicago Riverwalk/Central Park June 10th/July 8th to take part in the best mess you'll never have to clean. At Brawny's Color Run, you and your friends can embrace the beauty of making a mess and racing through it. So let's get messy, Chicago/New York. Register online at brawny.com/colorrn.com to join in on the fun, that's brawny.com/colorrn to register for the Brawny Color Run".



CREATIVE PLAN

'Mess Fest' Social and TV Ad



SCENE 1, WIDE ANGLE

Brawny Giant is sat on top of buildings in downtown Chicago and New York, watching the Brawny Color Run



SCENE 2, MEDIUM SHOT

Runners taking part in the Brawny Color Run run around and make a mess



SCENE 3, WIDE ANGLE

Wide shot of the Chicago Riverwalk where one of the Color Runs will be



SCENE 4, WIDE ANGLE

Wide shot of New York City's Central Park where one of the Color Runs is taking place



SCENE 5, CLOSE UP

Color Run participants smiling at the Color Run and having fun with the other runners



SCENE 6, WIDE ANGLE

Brawny Giant goes to tackle the Color Run mess with Brawny paper towels

This series of TV advertisements for Brawny's Color Run will show that there's no mess Brawny can't handle. These ads will highlight the joy in making a mess, and how our messes can unite us. And, whenever you're ready to clean up, Brawny is there to help. The commercial will open with the Brawny Giant sitting on top of buildings in New York and Chicago as those participating in the Color Run run on the streets below him. Following that would be a series of joyful videos from the run and its participants making a mess, emphasizing the connecting power of making a mess. The ad would conclude with the Brawny Giant going to help clean up. Overall, this would draw in our 22-29 year-old target audience by showing a trendy, interactive experience, as well as our older target audience who have families looking for fun things to do.

CREATIVE PLAN

Post-'Mess Fest' TV Ad



SCENE 1, CLOSE UP
A family is shown spending time together and cleaning up their messes with paper towels



SCENE 2, WIDE ANGLE
A silly food fight where people will clean up by passing around paper towels



SCENE 3, MEDIUM SHOT/CLOSE UP
Medium shot moving to close up of an artist cleaning up their workspace



SCENE 4, WIDE ANGLE
Runners taking part in the Brawny Color Run celebrate and then help each other clean up using paper towels



SCENE 5, MEDIUM SHOT
One of our partner influencers, Emily Mariko, using Brawny to clean up a kitchen mess



SCENE 6, WIDE ANGLE
Brawny Giant shows how we all have big messes and Brawny can clean them all

In the aftermath of our 'Mess Fest' event series, we will forward this video ad that encapsulates the point that our product lets our dynamic audience make messes without having to worry. By showing messes very big (Scene 4) and very small (Scene 1), we will also demonstrate that Brawny can clean up messes of any size.

Both of our target audience groups can relate to this campaign. Our primary audience, parents ages 40-44, will see kitchen messes and food fights and think of the messes they make with their kids. This advertisement will show them that Brawny both values and is a good choice for their families. Additionally, we also appeal to our young professionals target group by showing exciting and dynamic events. Shots of the Color Run (Scene 4) and food fight (Scene 2) demonstrate that our brand values wild and fun events.

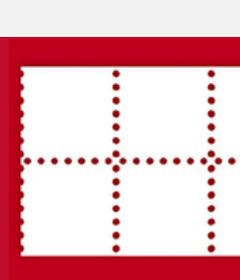
We think that our intended audience will pay attention to this advertisement because it is vibrant. The mix of normal kitchen scenes with exciting events subverts audience expectation and shows that we are both dependable and dynamic. The ad is an exhilarating departure from Brawny's more traditional advertising approaches, and so viewers may be surprised to learn that we created it.

MEDIA PLAN





MEDIA PLAN



MEDIA OBJECTIVE

The overarching objective of our media plan is to reach two new, dynamic demographics: parents ages 40-44 and young professionals ages 25-29. At this moment, our brand is a trusted and traditional choice for older Americans, especially those ages 55 and older (Simmons OneView). However, we struggle with people living more dynamic lives (Simmons OneView: parents ages 40-44 and people ages 25-29). Our media plan is therefore tailored to parents ages 40-44 and young professionals ages 25-29, targeted at their preferred platforms and designed to fit into their dynamic days.

Our media plan is driven by the belief that to remain a premiere paper towel, Brawny must maintain its dependable reputation while simultaneously reaching out to a youthful, lively audience. To do this, we will target our advertisements on the holiday and summer seasons, offering Brawny as a reliable fix for messes made during family time. Our placement will also aim to attract dynamic consumers. We will focus on a bevy of new media platforms, using the ads to revitalize our silent social media and placing them on streaming and online platforms. While we will not neglect more traditional media and strategies, our plan is geared primarily toward new platforms and a new audience.

REACH AND FREQUENCY GOALS

Our campaign will focus on a balanced mix of reach and frequency, as we plan on expanding our consumer base while building our presence across both social media and online. We plan to extend our reach to our two new target demographics by catering to media channels that are predominantly utilized by and unite both groups. Since social media and online advertising fall into these channel categories, we will not only be able to increase our reach but our frequency as well. Brawny currently has a very limited presence across social media and online, so by posting and advertising more frequently, it will increase consumer and follower engagement.

Our reach and frequency will change significantly by month. Given that our campaign will operate with a flighting duration, reach and frequency will spike during our two focus periods. During off months, however, our frequency and reach will decrease. However, we intend to keep our social media posts, SEO and SEM steady throughout the run of the campaign, so our digital reach will remain strong.



MEDIA PLAN



Even in our target months, we feel that our reach should remain targeted. We feel confident that we will retain our current, older customer base. Our campaign will therefore aim to reach our target audience primarily, and make incidental contact with our current consumers. Our frequency, however, will be high. Given Brawny's current digital weaknesses, boosting our frequency through social media, SEM, and our website is a core tenet of our campaign.

DURATION AND TIMING

Our campaign will run from November 2022 to August 2023 and will focus on two major sections throughout the 10-month period. These peak advertising instances are the 2022 winter holiday season and the summer of 2023. By concentrating on these particular seasons and not advertising during the remainder of the time frame, our campaign follows a flighting duration strategy. A flighting strategy is advantageous for our campaign because both the holidays and summer months are uniquely designed to match our overall objectives and are geared toward our target audience. This is the case because the holidays and summer months are particularly geared toward dynamic family life. For instance, families cook and come together during the holidays, and kids are home from school in the summer. Shifting our funding to months outside of these two unique time frames would be unbeneficial and would ultimately limit our spending during our holiday and summer launches. Although our campaign is taking an overall flighting approach, we have decided to continue both SEO and SEM throughout its entirety.

We have narrowed down the 2022 holiday season to November 1st through December 31st. Launching our campaign during this time frame is beneficial because the holidays are often chaotic and messy, increasing the need for paper towels. Whether consumers are baking holiday desserts or eating around a crowded Christmas dinner table, there is more time spent in the kitchen and therefore more need to clean up. Additionally, the holidays are often associated with family time, which is something our primary target consumers deeply value. We also recognize that the holidays look different for everyone. This is a great match for our Tear-A-Square product, which allows our buyers to customize their paper towel sizes based on their individual lifestyles.

MEDIA PLAN

Reinitiating our campaign in the summer months of 2023 will allow for parents ages 40-44 and their children to participate in our buzz marketing events together and as a family, which is important to this demographic. June through August are also the prime months of summer vacation for school-aged children. Similarly to the increase in messes during the holidays, these months are marked by arts and crafts projects and spills of all shapes and sizes, making this season a unique advertising opportunity.

While November and December offer the holidays, they are also the months of various award shows and the NBA regular season. Furthermore, the summer months are also home to a number of award shows and the NBA playoffs. These televised and streamed events are prime locations for our advertisements due to their extensive reach abilities and their pertinence to both of our target demographics.



The campaign will run throughout the work week but will emphasize late-week to weekend days in order to spike awareness of the Brawny brand around peak grocery shopping times (Today.com). Generally, grocery stores see increased traffic from Friday through Sunday, so trying to concentrate most of our ads between Thursday and Sunday will help consumers remember the Brawny name when running their weekend errands (Google Business “Popular Times” feature).

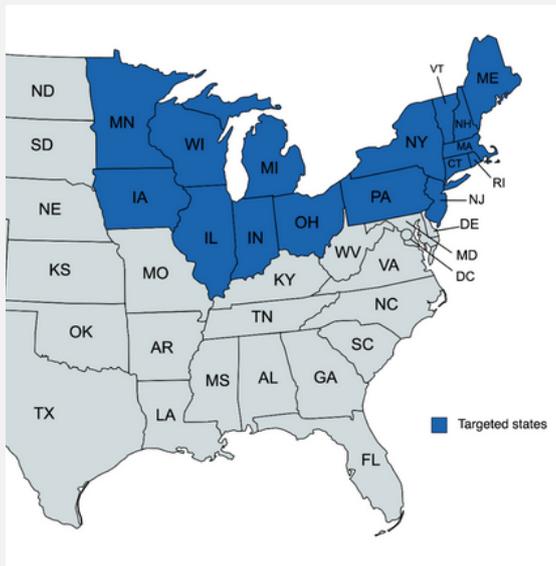
Since our target markets are likely to hold 9-5 jobs, the majority of our traditional media and streaming service advertisements on Thursday and Friday will run after work hours and throughout the evening. These particular advertising formats will run all day on the weekends due to the rising popularity of binge-watching series. However, the frequency will be increased between 9 a.m. to 1 p.m. to raise awareness of our brand in anticipation of peak weekend grocery shopping hours, which are typically 11 a.m. to 3 p.m. (Today.com).

We anticipate that our consumers periodically check their social media news feeds or browse the web throughout the day, meaning that we will run other forms of digital advertising during waking hours. For the weekend days, we will still plan to run digital media ads throughout waking hours. All of our limited radio spots will run from 11 a.m. to 3 p.m. to capitalize on grocery commutes.

MEDIA PLAN

GEOGRAPHY

Though Brawny is a national brand, this campaign will focus on the geographic areas where we are currently struggling. Market data indicates that consumers in the Northeast and Midwest are currently 14% and 11% less likely to buy Brawny than the average consumer, respectively (Simmons OneView). Given that we have a strong hold in the West and a plurality of Brawny buyers live in the South, our efforts will be targeted largely at the Upper Midwest and Northeast.



Within these regions, we will focus on major cities and their suburbs. Our dynamic targets — parents ages 40-44 and young professionals ages 25-29 — live in a variety of communities. However, Simmons data demonstrates that they are most likely to live in or near the nation's biggest counties. For instance, over 70% of people ages 25-29 and 40-44 live in counties sized 'A' or 'B', equating to large cities and suburbs (Simmons OneView).

Reinitiating our campaign in the summer months of 2023 will allow for parents ages 40-44 and their children to participate in our buzz marketing events together and as a family, which is important to this demographic. June through August are also the prime months of summer vacation for school-aged children. Similarly to the increase in messes during the holidays, these months are marked by arts and crafts projects and spills of all shapes and sizes, making this season a unique advertising opportunity.

Though this does not differ significantly from the national average, it does mean that targeting these areas will give us the most value for our money. Additionally, city areas are ideal for our local buzz marketing efforts, such as our Color Run. We will keep our geographical focus the same throughout the campaign, as we expect that our holiday messaging will be reinforced by our summertime efforts in these underperforming regions.

Target Cities:

- Minneapolis, MN
- Des Moines, IA
- Milwaukee, WI
- Chicago, IL
- Detroit, MI
- Newark, NJ
- Indianapolis, IN
- Cleveland, OH
- Philadelphia, PA
- Pittsburg, PA
- New York, NY
- Boston, MA

MEDIA SELECTION & RATIONALE

To demonstrate why we selected certain media outlets and platforms, we will go through each major category and briefly touch on how they fit into our overall design.

1. IMPACT MEDIA

While our overall campaign is heavily focused on digital spending, we also selected a series of impact media spots that we feel will supplement our efforts. They are as follows:



MTV Movie Awards

The MTV Movie Awards are an annual award show hosted by MTV, which generally occurs in May or June. Fans vote on which actors and celebrities should be given a Golden Popcorn trophy in a variety of movie and television categories (USA Today).

We have selected this show as an advertising avenue because of its demographic and timing fit. In terms of demographics, MTV is one of the strongest performing cable channels among both parents ages 40-44 and young professionals ages 25-29. People ages 25-29 are 86% more likely than the average consumer to watch MTV. Additionally, people with children ages 2-5 or 6-9 in their household are 45% and 31% more likely to watch MTV than the average consumer, respectively. MTV is even strong among our current buyers: Brawny consumers are 41% likelier than the average consumer to view MTV (Simmons OneView). The MTV Movie Awards are therefore an opportunity to reach our target consumers while also appealing to our current buyers.

The MTV Movie Awards also fit our timing objective. As the show often takes place in mid-June, (Deadline.com) we can tease the summer portion of our campaign to our target audience. We think that hinting at our buzz marketing campaign would be particularly effective, as the MTV Movie Awards are generally more raucous than the national primetime award shows.

American Music Awards

Our selection of the American Music Awards substitutes for and builds on our approach to the MTV Movie Awards. Hosted each November by ABC, the AMAs celebrates the year's contemporary music stars and their fans (<https://www.theamas.com/about/>).

MEDIA PLAN

We chose the American Music Awards as a vehicle partly because of the data on MTV mentioned above. We know that our target consumers greatly enjoy watching MTV, and we believe the same logic would apply to the MTV Music Awards. However, that event occurs in September, outside of both our aperture moments.

We therefore view the American Music Awards, which happens right at the beginning of our holiday advertising push, as a strong alternative to the MTV Music Awards. By choosing a show that runs on national television, we also believe that our ads will reach members of our target audience that do not have cable TV.

NBA Regular Season Games and Playoffs

Among all potential sporting events, we believe that the NBA regular season and playoffs are the best for both our target and current consumers. Both of our target consumer groups are rabid basketball fans. For instance, people ages 25-29 are 11% more likely than the average consumer to say that they are “Very Interested” in the NBA. This follows with

parents of young children: people with kids ages 2-5 in their household, for instance, are 25% more likely than the average person to be “Very Interested” in the NBA. It does not hurt that our current consumers are also big NBA fans (41% more likely to be “Very Interested”) (Simmons OneView).

We have chosen to advertise during the regular season and the playoffs because doing so fits nicely into our timing. We will advertise during regular season games in both November and December, allowing us to focus our holiday messaging. We will then pick up our advertising during the playoffs, in very late May and early June. This timing allows us to reach the same target consumers with both of our advertising pushes.

As a final note, we also feel that NBA action matches the spirit of our campaign. The NBA is fast and exciting, just as we hope to demonstrate Brawny as a dynamic and active brand. This match further validates our significant commitment to advertising with the sport.



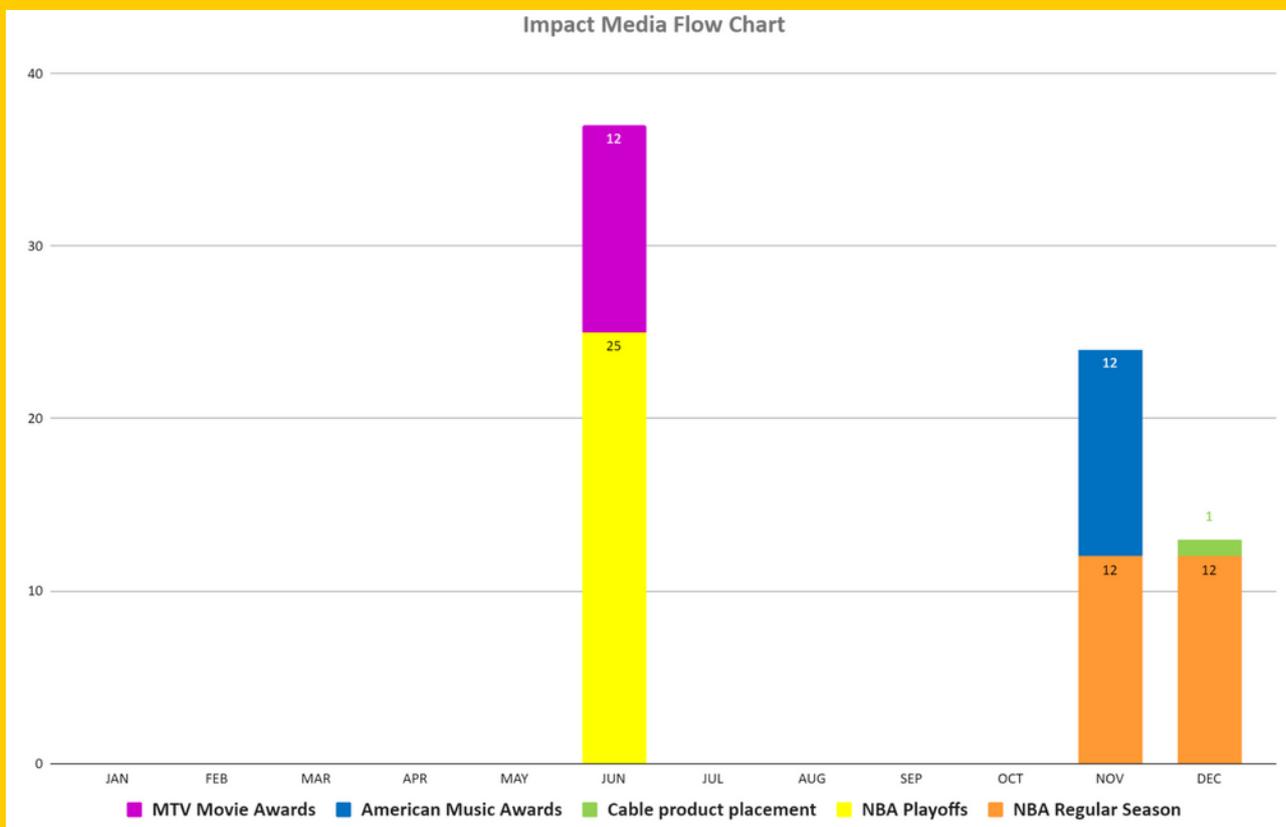
MEDIA PLAN

Cable product placement

To cap off our impact media choices, we have decided that placing Brawny in an episode of a Nickelodeon show will help us reach our two target audience groups.

Nickelodeon's performance among our target consumer groups is astounding. According to Simmons OneView, people ages 25-29 are 51% more likely than the average consumer to have watched the channel in the last week. People with children ages 2-5 in the household are 123% more likely than the average person to have viewed Nickelodeon in the last week (Simmons OneView). This level of agreement between our two target groups is rare, and we intend to capitalize on it.

Depending on Nickelodeon's policies, we could place Brawny in either a live action or animated show. If placed in a live action show like "Danger Force", Brawny paper towels could be mentioned after a mess or spill is made. However, placement in an animated show could be even more exciting. Given Brawny's iconic yet casual imagery, the Brawny Man could be seamlessly drawn into an episode of shows like "The Loud House."



MEDIA PLAN

2. DIGITAL MEDIA

While our overall campaign is heavily focused on digital spending, we also selected a series of impact media spots that we feel will supplement our efforts. They are as follows:

DIGITAL MEDIA - Fixed Cost

MEDIA CATEGORIES	UNIT ALLOC.	COST PER UNIT	\$ ALLOCATION	NOTES
SEO	1	\$25,000	\$25,000	Flat cost for SEO for entire year
SEM - Google	10	\$50,000	\$500,000	10 Keywords Per month for 10 Months
Twitter promoted trend	2	\$200,000	\$400,000	Promoted trends will run in December and June
Homepage Takeover	2	\$400,000	\$800,000	Cartoon Network in November and June
SEM - Bing	10	\$10,000	\$100,000	10 Keywords Per month for 10 Months
Buzzfeed Sponsored Article	2	\$20,000	\$40,000	Sponsored articles will post in November (holidays) and July (buzz marketing events)
	\$1	1	\$1	
SUM TOTAL			\$1,865,000	

Sum Total = \$1,865,000

SEO

Though this is a flying campaign, we will make an exception and pay a salary for a year's worth of Search Engine Optimization. This expenditure is necessary given our target audience's dependency on internet shopping and the state of our current digital efforts.

Simmons OneView indicates that our primary target audience, parents ages 40-44, are 20% more likely than the average consumer to agree a lot that they are "more likely to purchase a product online than in the store." (Simmons OneView). While this will also come into play in terms of Search Engine Marketing, it also means that to reach our target audience, we need a strong website that will appear in organic searches.

Our current digital efforts are not focused enough to attract these customers. For instance, we do not even appear on the first page of Google search results for "best paper towel." (Google search results). Paying an employee to optimize our website keywords will therefore bring our website in line with our overall campaign.

SEM - Google and Bing

Our campaign has decided to pay for ten keywords for ten months each on Google and Bing. We feel that the magnitude of this buy matches the digital shopping dependency of our target audience.

MEDIA PLAN

As mentioned previously, our primary target group is 20% more likely than average to agree a lot that they are “more likely to purchase a product online than in a store.” This is even more true for people ages 25-29: they are 68% more likely to agree a lot with the same statement (Simmons OneView). We can conclude that to reach our dynamic targets, we need a digital approach that finds them.

We will therefore promote ten keywords for ten months on Google and Bing. We believe that between these two search engines, we will capture a significant portion of our target audience. Both of our target groups are significantly more likely than the average consumer to have used Google in the last seven days, and parents ages 40-44 have strong ties to Bing (42% more likely than the average person to have used in the last week) (Simmons OneView).

To forward Brawny as both dynamic and reliable, we have selected the following ten keywords to run on both Google and Bing:

SEM KEYWORDS

1. Strong paper towels
2. Tough paper towels
3. Eco-friendly paper towels
4. Small paper towels
5. Paper towel alternatives
6. Custom paper towels
7. Tearable paper towels
8. Best paper towels
9. Paper towel sizes
10. New paper towels

Homepage Takeover - Cartoon Network

Apart from Nickelodeon, Cartoon Network is one of the strongest performing cable channels among our two major target groups. People ages 25-29 are 39% more likely than the average consumer to watch the channel, according to Simmons OneView. Similarly, people with kids ages 6-9 in their household are 46% more likely than the average person to watch Cartoon Network (Simmons OneView).

Our choice to do two homepage takeovers on the Cartoon Network website -- in November and June -- rests on a couple of conclusions. First, we believe that the demographic advantages explained above will translate from Cartoon Network’s channel to their website.

Second, we think that it is more than just children who visit the site. Due to the prominence of the homepage takeover, parents who are navigating to the website for their kids will see our ads. Additionally, people ages 25-29 looking for either Adult Swim (late night Cartoon Network) programming or slightly more mature shows like “Adventure Time” or “Regular Show” will also visit the website.

MEDIA PLAN

We believe doing homepage takeovers in both November and June will allow us to jumpstart our two flying campaigns at their beginnings. Our November takeover can promote Brawny as a dynamic product for holiday family time. When the takeover returns in June, it can tease our buzz marketing initiatives.

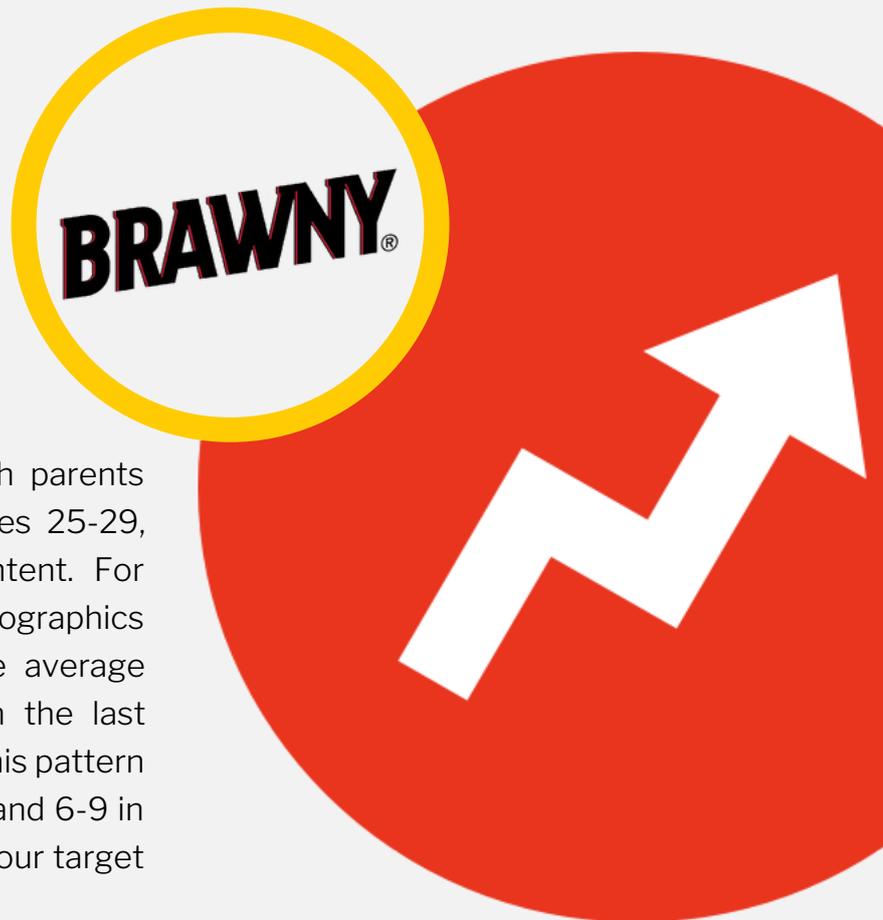
Buzzfeed Sponsored Articles

Given our target consumers and content tone, we see BuzzFeed sponsored articles as a way to establish a new audience and brand feeling. We will therefore be running a sponsored article in November and July.

Buzzfeed is a preferred website for both parents ages 40-44 and young professionals ages 25-29, making it a strong vehicle for our content. For reference, the ages 25-29 and 40-44 demographics are 55% and 29% more likely than the average person to have visited BuzzFeed.com in the last week, respectively (Simmons OneView). This pattern follows for people with children ages 2-5 and 6-9 in their households. It is therefore clear that our target audience can be found visiting BuzzFeed.

Publishing sponsored articles on BuzzFeed also makes sense from a content tone perspective. We plan to send out a sponsored piece in November, at the beginning of our campaign, detailing how our Tear-A-Square product variant is eco-friendly and dynamic. We will then punctuate our buzz marketing campaign with a sponsored article in late July, detailing the results of our fun and dynamic events.

The combination of these two articles should present Brawny in a modern, exciting and inventive light. This tone, combined with BuzzFeed's new media presentation and our dynamic target audience, is a potent combination.



MEDIA PLAN

Twitter Promoted Trends

We plan to promote two Twitter trends because our two target audiences are united in their love of social media. People ages 25-29 and 40-44 are 17% and 31% more likely than the average consumer to have used Twitter in the last week, respectively (Simmons OneView). We therefore view promoting Twitter trends as a cost-effective and highly interactive way of reaching our target audience.

Our first promoted trend will run in December, right around Christmas time. The focus of this trend, #BrawnyHolidayMess, will be on all the messes created during holiday family time. Users will be encouraged to share pictures of their messiest holiday events. This should give our target audience the sense that Brawny is a dynamic and modern brand.

Debuting in July, our second promoted trend will take advantage of the vibrancy of our buzz marketing events. Called #BrawnyMessFest, the trend will ask participants in our Mess Fest Color Run to post photos from the event. Brawny's Twitter account will also bombard the platform with pictures.

Just like the BuzzFeed sponsored articles, these two promoted trends should portray Brawny in a younger, more lively light. The combination of audience, platform and tone will give our target consumers reason to believe that Brawny is the dynamic product for them.



MEDIA PLAN

DIGITAL MEDIA: CPM COSTS

DIGITAL MEDIA - CPM Cost

MEDIA CATEGORIES	UNIT ALLOC.	CPM	IMPRESSIONS	\$ ALLOCATION	NOTES
Hulu	8	\$30.00	10,000,000	\$2,400,000	2 Hulu ads per month for June, July, November and December
Facebook Video	8	\$8.00	12,000,000	\$768,000	2 Facebook videos per month for June, July, November and December
Instagram ad	4	\$5.00	6,000,000	\$120,000	1 Instagram ad per month for June, July, November and December
Facebook native ad	4	\$10.00	4,000,000	\$160,000	1 Facebook native ad per month for July, August, November and December
Youtube in-stream Video	12	\$10.00	8,000,000	\$960,000	2 ads per month for June, July and August, 3 ads per month for November and December
Pinterest banner ad	4	\$5.00	2,000,000	\$40,000	1 banner ad per month for June, July, November and December
Cartoon Network App video ad	4	\$8.00	3,000,000	\$96,000	Video ad in Food Network App for June, July, November and December
Spotify audio	4	\$10.00	4,000,000	\$160,000	1 Spotify audio ad per month for June, July, November and December
SUM TOTAL				\$4,704,000	

Sum Total = \$4,704,000

Hulu Ads

We have identified Hulu as a key platform in our overall digital spending strategy due to its appeal among our target audience and its unique status as an ad-friendly streaming service.

In terms of demographics, Hulu performs strikingly well among young professionals and parents of young children. People ages 25-29 are 159% more likely than the average person to have watched Hulu with ads in the last week. Additionally, people with children ages 2-5 are 92% more likely than the average consumer to have viewed Hulu with ads in the last seven days (Simmons OneView). Given this unity between our target audiences, we plan to put significant money into advertising on Hulu.

Hulu is also special because it allows full-form television advertisements on the platform. This is not an opportunity afforded by Netflix or Disney+. We feel that by crafting 30-second ads that are visually striking and dynamic, we can reach and teach our target audience effectively.





MEDIA PLAN



Social Media Advertisements through Meta platforms

In a larger realization of our Twitter promoted trends mentioned above, we intend to bombard the Meta platforms — namely Facebook and Instagram — with paid advertising. This strategy fits the needs of our target audience and the modernizing tone of our overall campaign.

Young professionals and parents ages 40-44 are tied together by their enjoyment of all social media, especially the Meta-owned sites. Parents ages 40-44 are significantly more likely to use Facebook and Instagram than the average person. In the same vein, nearly 66% of people ages 25-29 use Facebook, and they are 35% more likely to use Instagram on their phones than the average person (Simmons OneView).

We feel that the variety of content we intend to bring to Facebook and Instagram will show our target audience that Brawny is an increasingly dynamic brand. We will be bringing a video and native ad to Facebook, and a native ad to Instagram. On the one hand, this array of content types means that we will reach our intended audience one way or another. Perhaps just as importantly, consumers who encounter more than one of our ads will see that Brawny is a dynamic brand in terms of platforms and content.

YouTube in-stream video

We have chosen to allocate 12 units, the most given to any platform, to YouTube in-stream video ads. We made this selection because our campaign is about reaching dynamic audiences with dynamic messaging, and YouTube provides a strong chance to do both.

As has been the rationale throughout this section, we are confident in our ability to reach target consumers through YouTube because they adore the platform. Our four key demographics that make up our audience -- ages 25-29, ages 40-44, and households with children ages 2-5 or 6-9 -- all are significantly more likely to watch YouTube than the average person (Simmons OneView, based on users of the YouTube app). Indeed, more than 43% of each of these demographics reported using the YouTube app in the last week (Simmons OneView).

We chose the in-stream video ads over the unskippable ad option because we want our efforts to reflect vibrancy. We feel that our ads will be so dynamic and colorful that a significant portion of our target audience will remain engaged. This reaction will foster a deeper interest in our brand, because continuing to watch our ads will have been the consumer's choice.

MEDIA PLAN

Spotify audio ads

In addition to our spot radio ads, we will be releasing audio advertisements through Spotify. Our campaign is deeply digital, and so we feel that bringing traditional radio ads to a music streaming service is compelling.



Simmons OneView demonstrates the appeal of Spotify to our target audience, especially our secondary group, young professionals. This group (ages 25-29) is 48% more likely than the average person to have used Spotify in the last week. As further evidence, over 12% of Spotify listeners fall in the 25-29 age range. While slightly less dominant, Spotify also appeals to our primary target consumers, as people ages 40-44 are 13% likelier than the average person to have listened on Spotify in the last seven days (Simmons OneView).

We feel that spending on both radio and music streaming services encapsulates our goal of keeping Brawny's traditional reliability and enhancing its dynamic nature. Advertising on both platforms demonstrates that our brand is still dependable, but also growing and modernizing.

Pinterest banner ads

The final piece to our current social media advertising plan is to buy banner ads on Pinterest. We see this as a clear way of boosting holiday and summer sales, and establishing ourselves on a platform where we currently struggle.

In terms of the former, we feel that Pinterest's style is uniquely suited to our timing strategy. Around the holidays, people in our target audience will use the app to find new decoration styles and recipes. The summer months will see parents looking for crafts to occupy their kids, who are now home from school. In both cases, the activities mentioned could result in messes, allowing us to directly position Brawny as a problem solver for our target consumers.



Pinterest performs well among both parts of our target audience. People ages 25-29 and 40-44 are 26% and 16% more likely than the average person to have used the platform in the last week, respectively. This is much different from our current consumers, who are 17% less likely than the average consumer to have accessed Pinterest in the last week (Simmons OneView). Pinterest therefore offers us a chance to reach our target audience and build a presence on a platform where we currently struggle.

MEDIA PLAN

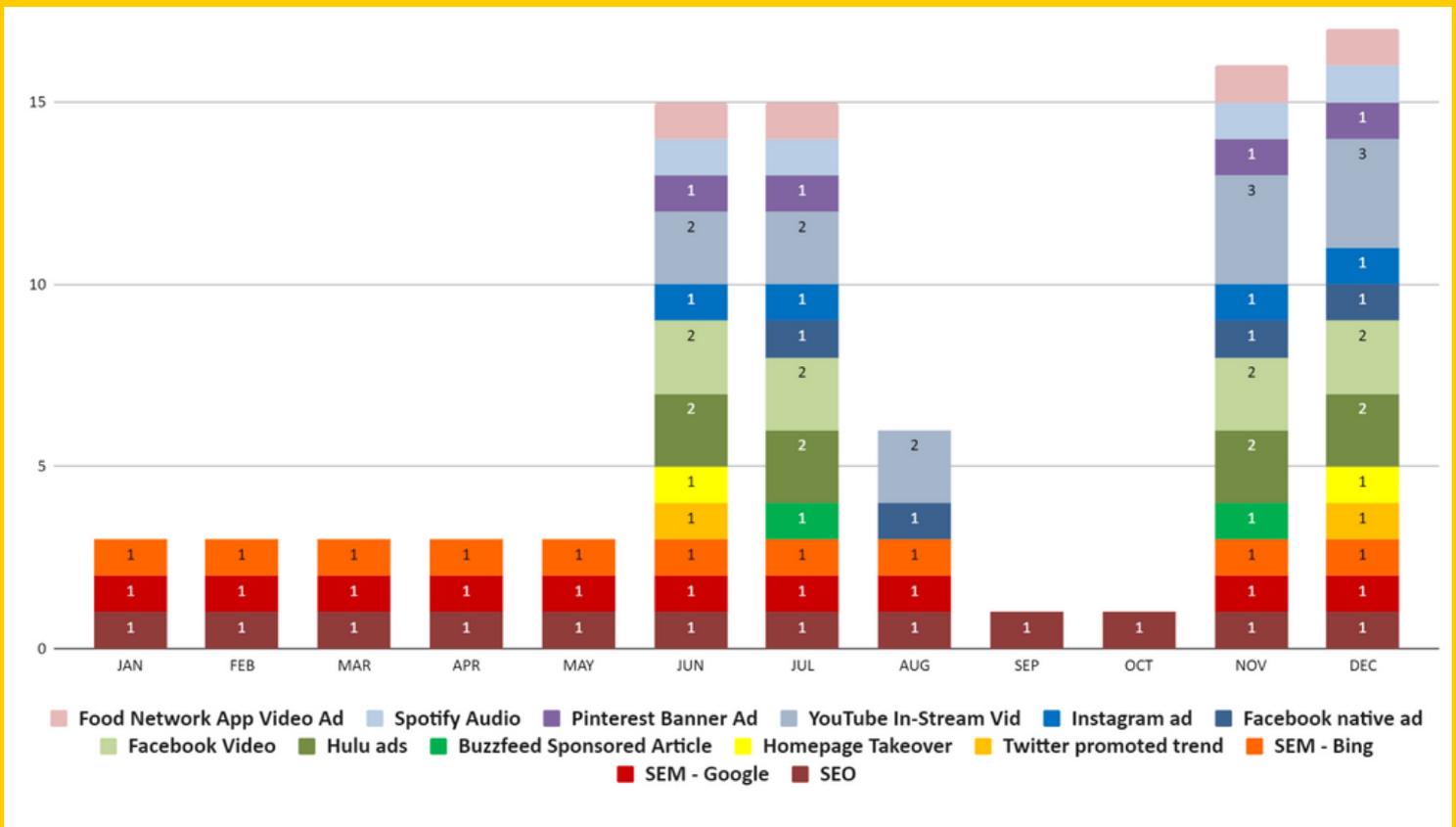
Cartoon Network App Video Ad

Given that we have already justified our use of Cartoon Network platforms above, we will touch only briefly on the logistics of this plan.

The Cartoon Network app offers users a chance to watch full episodes and mini-episodes of their favorite Cartoon Network shows (Cartoon Network). We believe that a video ad will specifically reach our primary target audience, as parents ages 40-44 will be setting up and monitoring their children's use on the platform.



DIGITAL FLOW CHART



MEDIA PLAN

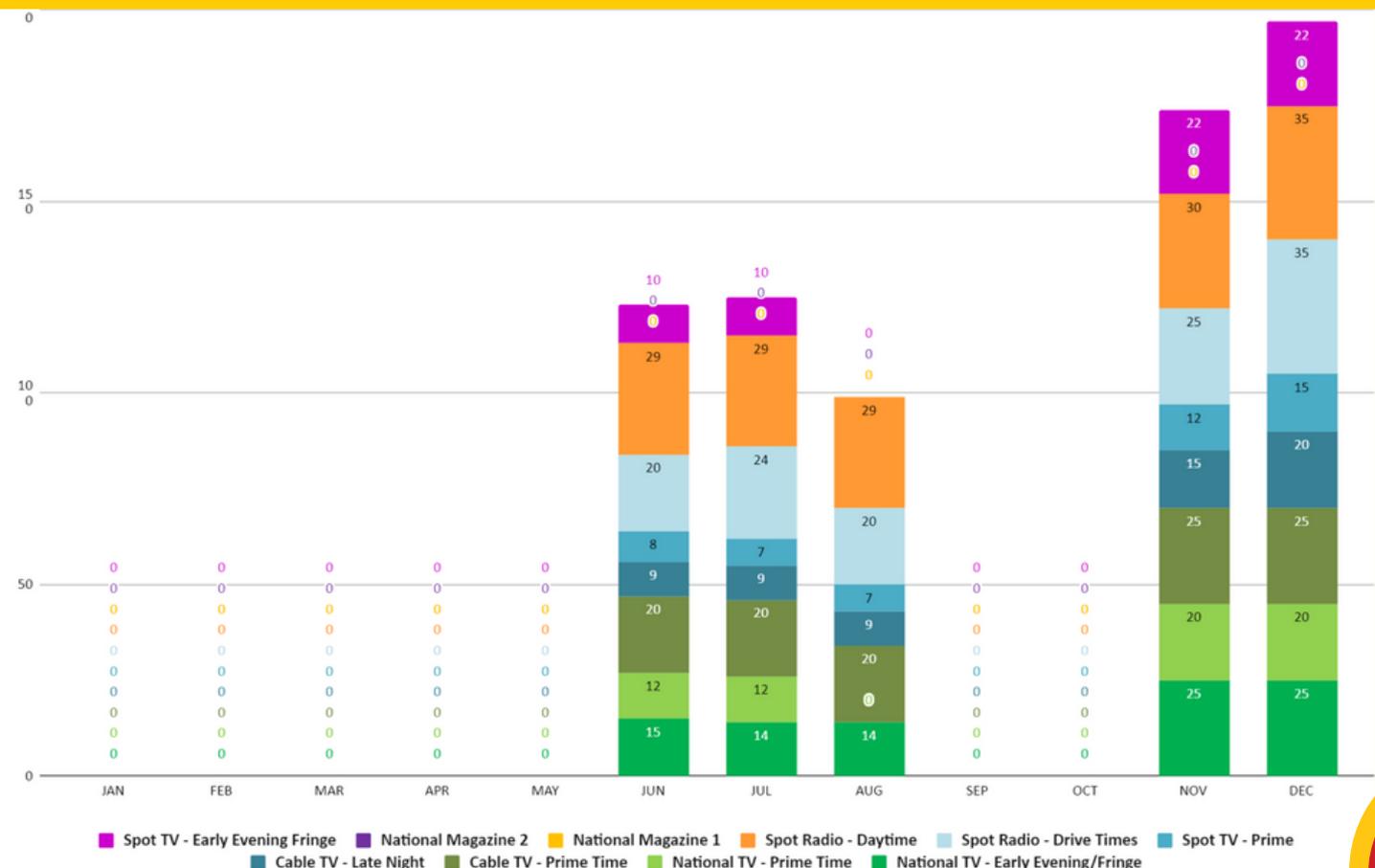
3. TRADITIONAL MEDIA

The remainder of our media budget, about 53% (\$10,714,918.00), will be allocated to traditional media. While our campaign keys on digital media, traditional media is still a popular - albeit declining - consumption habit. We also plan on utilizing spot media capabilities to target our key geographic markets.

Television advertising will mainly focus on evening, primetime and late-night programming to capitalize on the window of time between when our consumers come home from work and when they go to bed. Our spot TV slots will be targeted at the Northeast and Upper Midwest regions. Given the cost differences and need for geographic focus in our campaign, we are relying fairly heavily on these spot TV slots.

Our spot radio slots will also run in the Northeast and Upper Midwest regions, being placed strategically from 11 a.m. - 3 p.m. on Saturdays and Sundays to capitalize on car commuters during the weekend grocery rush hours. These advertisements will largely match the ones we will push through Spotify.

TRADITIONAL MEDIA FLOW CHART

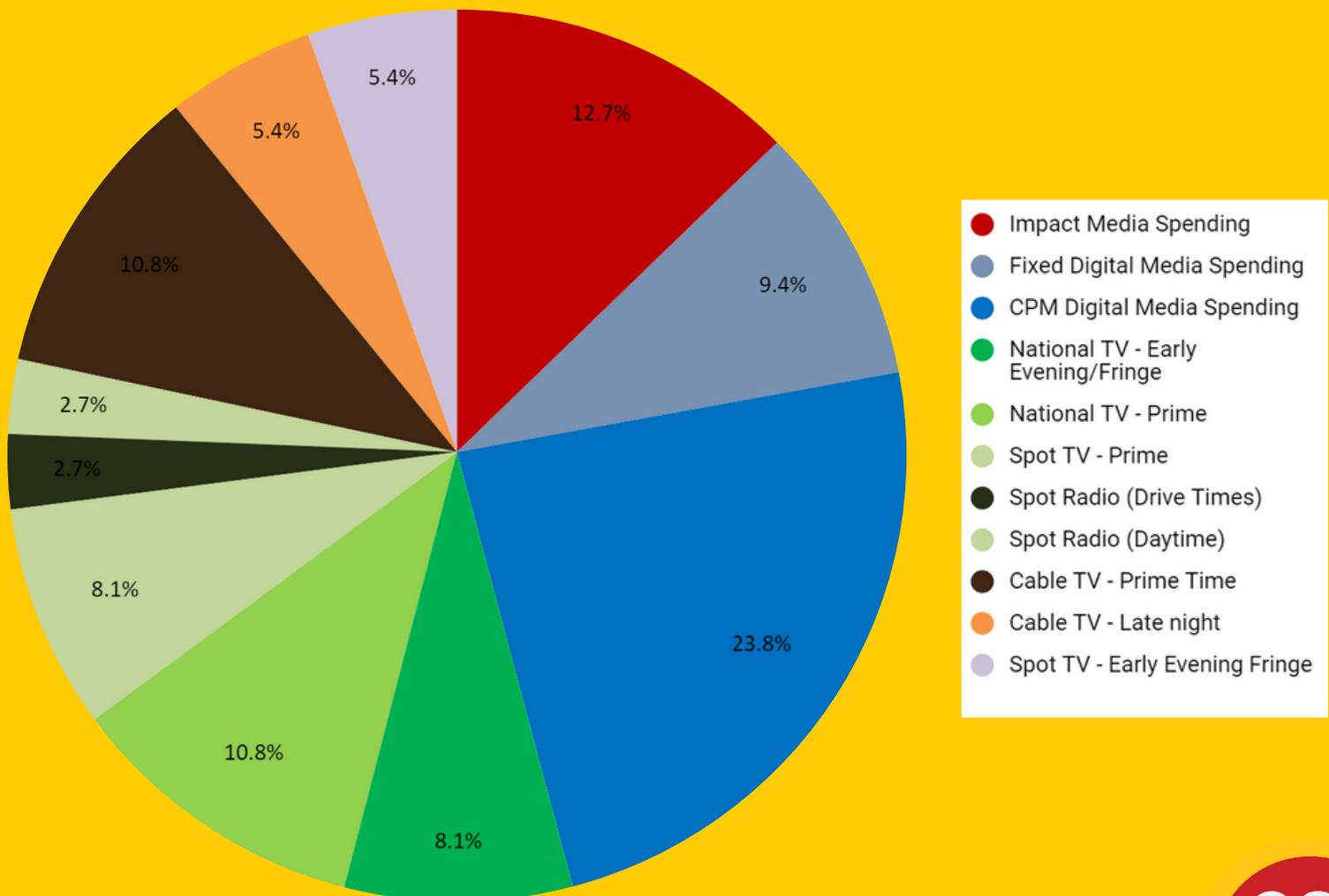


MEDIA PLAN

OVERALL

Our overall media plan will reach our two, new target audiences of parents ages 40-44 and young professionals ages 25-29 primarily through digital advertising. Increasing and emphasizing targeted digital advertising will introduce new media platforms while expanding our currently limited social media and online presence. While digital advertising and platforming is our predominant focus, our media plan will also include traditional advertising formats to an extent. Our flighting strategy will utilize two peak time frames that are uniquely geared toward our target market. The holiday and summer months will not only allow for greater exposure among both of our new target consumers, but they also take advantage of family-oriented seasons. We confidently believe that Brawny will benefit from this plan by broadening the brand's consumer reach and social presence while maintaining its dependable and reputable image.

SPENDING BREAKDOWN



MEDIA PLAN

TOTAL MEDIA SPENDING	\$ ALLOCATION	% ALLOCATION
Impact Media Spending	\$2,516,082	12.71%
Fixed Digital Media Spending	\$1,865,000	9.42%
CPM Digital Media Spending	\$4,704,000	23.76%
National TV - Early Evening/Fringe	\$1,607,237.70	8.12%
National TV - Prime	\$2,142,983.60	10.82%
Spot TV - Prime	\$1,607,237.70	8.12%
Spot Radio (Drive Times)	\$535,745.90	2.71%
Spot Radio (Daytime)	\$535,745.90	2.71%
National Magazine 1	\$0.00	0.00%
Cable TV - Prime Time	\$2,142,983.60	10.82%
Cable TV - Late night	\$1,071,491.80	5.41%
National Magazine 2	\$0.00	0.00%
Spot TV - Early Evening Fringe	\$1,071,491.80	5.41%
Total Spending	\$19,800,000	

**Total Spending =
\$19,800,000**



PR & PROMOTIONS PLAN



CURRENT OPINION AND NEWS COVERAGE

Consumers share generally positive reactions to the Brawny brand across social media platforms. Brawny engages with consumers — both satisfied and unsatisfied — to demonstrate concern for their consumers' interests. While Brawny has been able to engage with current customers, they have an opportunity to increase their social media reach. Customers demonstrate loyalty to the brand through social media platforms and purchase patterns.

Brawny partners with nonprofit organizations and develops its own initiatives to spread awareness of social responsibility and equality. Stakeholders are concerned about issues pertaining to gender equality, education access, sustainability, and community development. Brawny faces these issues with campaigns such as #StrengthHasNoGender, which celebrated female empowerment and strength with respect to International Women's Day. Contests and other participatory initiatives draw audience engagement.



News coverage has changed over the years; the media responded to Brawny's branding, including changes facilitated by Georgia-Pacific and Edelman Public Relations. Public commentary on the need for package modernization circa 2003 led to tangible change. One Wall Street Journal critique compared the former Brawny man's appearance to that of a "1970s porn star," so the company intended for its new public image to follow product trajectory from "forest products business" to "consumer products."

Moving forward, Brawny hopes to highlight the unique selling point of its products, especially the Tear-A-Square paper towels that promote sustainability and eco-friendly practices. Advertising and public relations will be geared toward the Brawny initiatives and campaigns that address, and attempt to combat, issues of relevance to the brand and its stakeholders.

PUBLIC RELATIONS STRATEGY

Stakeholders include Georgia-Pacific Consumer Products LP shareholders, current and prospective Georgia-Pacific LLC employees, the Sustainable Forestry Initiative, the United Way, Brawny retailers, and Brawny users. Georgia-Pacific Consumer Products LP shareholders are responsible for Georgia-Pacific Corporation ownership and care about the privately-held corporation's performance in turn. Current and prospective Georgia-Pacific LLC employees receive direct wages and benefits through the company. Multiple mills house nearly 1,000 jobs, fostering employment and local economies. The Sustainable Forestry Initiative's "Certified Sourcing Standard" is applicable to Brawny's "wood and fiber sourcing (procurement) practices". The Sustainable Forestry Initiative is a stakeholder with continued interest in Brawny's practices, specifically brand ethics and organization standards. The United Way is a nonprofit organization that partners with Brawny-owned mills to support communities and provide access to jobs. Brawny sales determine profit, which plays a role in employment rates and accessibility. Retailers such as Walmart, CVS, Rite Aid, Acme, and online partners carry Brawny paper towels. Brand success brings in profit for retailers, who monitor the performance of products they sell. Brawny users care about the brand because they purchase and utilize its products.

Product solutions are important to Brawny publics. Brand audiences and users are concerned with cleanliness, as well as the overall prevention of long-lasting messes. Brawny campaigns such as #StrengthHasNoGender indicate consumer engagement with gender equality, specifically regarding female empowerment and strength. Similarly, proponents of the Brawny Giants initiative — a means of showcasing community leaders' actions taken to assist others and confront challenges in surrounding communities — support community building and local service work. Publics are concerned with job and education accessibility, sustainability, ethical sourcing practices, and community unification.

Brawny intends to continue prioritizing the quality of its products and services. Similarly, the brand must pursue unambiguous, straightforward campaigns that support issues concerning Brawny publics. Brawny will launch new initiatives and campaigns that bring increased public awareness to issues of consumer interest. And, the brand hopes to attract new demographics that would likely engage in combating these issues (i.e. gender and education inequality, eco-friendliness) by targeting strategy in their direction. Groups include the age 40-44 demographic and households with children ages 2-5 and 6-11. These particular groups are likely concerned with the cleanliness of their households, especially because young children are prone to make greater messes — and clean up after themselves less frequently — than other age demographics. The goal is to increase sales and awareness of issues important to the current publics among this consumer profile.

MEDIA RELATIONS STRATEGY

Both established peers in the media industry and newer press contacts will be provided with pre-distributed content, maximizing the amount of information available about Brawny initiatives, campaigns, and products. Press materials will be catered to media contacts who have legitimate reason to cover Brawny events. Likewise, the Brawny team will be responsive by following up with any media-related communications in a timely manner. Contacts are established in cities across the United States, ranging in population size and geographic placement. Brawny's advertising budget is majorly allocated (about 80%) toward cable and network television; establishing media contacts at local stations and digital news platforms across the country may benefit straight news coverage — a public relations success. A media tour will be hosted with stops in Chicago, New York City, Madison, Orlando, and Charleston, each of which are located in the Upper Midwest or East Coast regions.

MEDIA CONTACTS

National Outlets and Contacts

- Ad Age: Ann-Christine Diaz, Creativity Editor
 - adiaz@adage.com | Twitter @annzo
- TODAY.com: Ree Hines, Pop Culture & Lifestyle Writer/Editor
 - Phone: (212) 664-4602 | Twitter @ReeHines
- PEOPLE.com: Joelle Goldstein, Human Interest Writer/Reporter
 - www.joellegoldstein.com | Twitter @joellegOldstein

Regional/Local Outlets and Contacts

NBC5 Chicago: Allison Rosati, 'Happy to Report' Series Anchor/Reporter

- allison.rosati@nbcuni.com | Twitter @allisonrosati

Channel3000: Charlotte Deleste, 'Do Something Good' Series Reporter

- cdeleste@wisctv.com | Twitter @chachadeleste

WKBT News 8000: Jennifer Livingston, 'In Search Of...' Series Reporter

- jlivingston@wkbt.com | Twitter @news8jennifer

SOCIAL MEDIA STRATEGY

Social media may be used as a vessel to maximize audience engagement and increase brand awareness. Primary demographics — people ages 40-44 and parents of kids ages 2-5 and 6-11 — demonstrate a likelihood to use Facebook, Twitter, and Instagram. These platforms act as unique channels for placement of unpaid and paid advertisements. Regularly scheduled, frequent posting on Brawny social media accounts can boost followership and circulation. These platforms can emphasize Brawny initiatives and campaigns to establish a narrative while publicizing the brand name and products sold. Advertising is not only about the product; it is about the brand and its missions as a whole. The @brawnybrand Instagram account can continue to showcase Brawny Giants from communities across the country and share perks of “Tear-A-Square” paper towels through photographs of messy-yet-fun

activities. Brawny should continue to increase Twitter engagement by responding to Tweets, and accounts on each of these platforms should acknowledge human rights causes that align with the Brawny mission. Additional unpaid advertising may include using social media posts as a pillar within transmedia strategy.

We recommend that social media platforms feature Brawny partnerships, including their environmental and social benefits. We also recommend employee appreciation posts or temporary “stories” on social media platforms that acknowledge Brawny staff efforts. Stakeholders may remain satisfied with public acknowledgment deriving from the brand itself.

Various social media strategies and promotions are subject to unique timing. Generally, Brawny follows a pulsing duration strategy. The brand hopes to push specific campaigns through media channels at select times while maintaining low level advertising throughout the year. In the past, Brawny campaigns utilized Facebook, Twitter, and Instagram similarly by publishing similar content on each platform. Future promotions and campaigns should use the unique features of each platform to complement content development and self-promotion.



PR & PROMOTIONS PLAN

Focus will be geared toward a transmedia strategy that concludes with Brawny's largest event yet: a "Mess Fest". The social media campaign will run through summer 2023, starting in May 2023 and concluding with a race in August 2023. The Mess Fest is essentially a color run, where individuals congregate to participate in a five kilometer race while covered in multicolored paint. Sponsorship funds and additional donations will go toward the Brawny Giants Initiative, supporting local leaders taking strides to make positive change in their communities. The social media portion of the campaign will be called #MakeAMess, inspired by the nature of Brawny and its product services. American Restaurateur Guy Fieri and TikTok Influencer Emily Mariko will act as influencers by advertising the #MakeAMess hashtag. If the hashtag creates buzz, word-of-mouth marketing may generate public excitement. Social media users are encouraged to #MakeAMess of their own and share it via their chosen platform. Users will be randomly selected to receive a free year-long supply of Brawny Tear-A-Square paper towels.

**GUY
FIERI**



**EMILY
MARIKO**



Another social media promotion will be a video-based subset of #MakeAMess with content geared toward TikTok and Instagram Reel users. The Make A Mess "Cooking Contest" is a chance for users to share their favorite recipes: meals, desserts, snacks, and anything in between. Brawny employees will select their favorite recipes, some of which may be featured on Brawny's Facebook, Twitter, and Instagram pages during the 2022 holiday season (November 1st to December 31st). The cooking contest is an unpaid social media promotion used to spread awareness of Brawny products.



#MakeAMess



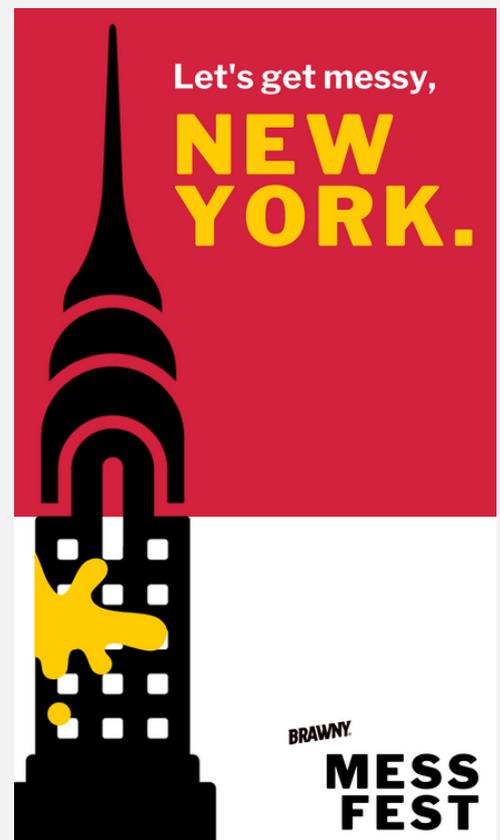
#MakeAMess

PR & PROMOTIONS PLAN

PUBLICITY PROGRAMS AND EVENTS

MESS FEST

The aforementioned “Mess Fest” is a color run designed for people to let loose and make a big, unapologetic mess. The Mess Fest trial is scheduled to take place during August 2023 in New York, New York and Chicago, Illinois. Pending high turnout and favorable attitudes toward the event, we plan to expand to other major U.S. cities, such as Los Angeles and Houston. The main event is a color run; participants run or walk a 5K race covered in powder of many colors and shades. Additional powder is thrown on the participants while en route, as well. Individuals racing must set up fundraising pages associated with the Brawny sponsored event. All monetary donations will go toward the Brawny Giants Initiative, which supports local leaders’ efforts to make positive changes within their communities. The race concludes with a Music “Mess-tival” that comes at no additional costs to participants. Essentially, the Music Mess-tival is one large dance party — with a lot of colored powder — for the participants and supporters who want to let loose and make a little mess.



This publicity event is being developed to showcase the beauty of letting loose and embracing messes that may arise. Brawny paper towels can help clean these messes effectively and efficiently. The Mess Fest exudes family fun and community unification; Brawny is looking to target parents of young children, and brand initiatives are geared toward community efforts. The Mess Fest is about togetherness. People of all ages, backgrounds, and interests are welcome to participate. And, fundraising goes directly toward the Brawny Giants initiative, which was developed by the brand itself.

PR & PROMOTIONS PLAN

BRAWNY COOKS & CREATES



Brawny Cooks & Creates is a series of cooking and painting classes held at select Walmart (Brawny retailer) locations across the United States. The classes will be held on Thursday and Friday nights during December 2022. Brawny representatives will visit the store locations to share recipes and artistic techniques, leaving “students” with new meals to prepare and artwork to share with family and friends. Similarly, the stores will host art classes for children ages 6-12 on Tuesday afternoons. Brawny paper towels will be available to clean up any messes made.

Brawny’s overarching target market — individuals with “dynamic lifestyles” — may be intrigued by easily accessible lessons taught at their local Walmart. Young children, parents, and just about all other age demographics have an opportunity to creatively

explore in a new setting. Adults must pay an entry fee of \$15 per class. During the Thursday and Friday night classes, Brawny Giants located near the select locations are brought in to provide brief descriptions of their service work and open the floor to volunteer opportunities for class attendees.

PROMOTIONAL EVENTS

Brawny is inviting loyal consumers who actively engage with Brawny social media accounts to engage in a “Mess Day.” A social media rollout will lead up to Mess Day, inclusive of hashtags such as #SayYesToMess and #MakeAMessDay on Facebook, Twitter, and Instagram. Selected participants will receive hints via email and text, as well as social media, to learn more about the event without knowing specific details about its activities. When participants arrive at the actual event, which is set to take place in New York and Chicago in June and July 2023, they will find that it is both an interactive food fight and splatter paint activity. Professional videographers will film participants engaging in a food fight. A separate splatter paint activity will be taped, as well.

PR & PROMOTIONS PLAN

These efforts support the notion that making a mess is acceptable, and many times fun, when there is an easy clean-up solution to follow. This promotional activity will showcase dynamic lifestyles. Similarly, the activity will promote sustainability. Brawny Tear-A-Square paper towels minimize waste by utilizing a smaller amount of paper to clean up large messes.

Individuals will be encouraged to post about their experiences on Make A Mess Day and use the hashtags listed above. Filmed content will be used as additional promotional material for the soon-to-be Mess Fest. High circulation of amateur content may intrigue users within similar echo chambers on the Internet. Luckily, participants will range in a variety of demographics, making the initiative widely accessible.

BUDGET

#MAKEAMESS CAMPAIGN

Item	Frequency	Cost per item	Total
Spokesperson 1 (Guy Fieri)	4	\$250,000	\$1 million
Spokesperson 2 (Emily Mariko)	4	\$125,000	\$500,000
Buzz marketing	1	\$10,000 / buzz marketing campaign	\$10,000
Tear-A-Square paper towels	20 (year long supply for 20 giveaway winners)	\$150	\$3,000
TOTAL			\$1,513,000

PR & PROMOTIONS PLAN

MESS FEST

Item	Frequency	Cost per item	Total
Colored powder	2	\$1,500 / 500 lbs	\$3,000
Event marketing	2	\$750,000 / Mess Fest	\$1,500,000
Giveaways at events (water bottles, etc.)	1,000	\$0.75 / water bottle	\$750
Buzz marketing	2	\$10,000 / buzz marketing campaign	\$20,000
T-shirts	500	\$10 / t-shirt	\$5,000
Web design	1	\$30,000	\$30,000
Press kits	2	\$30,000 / press kit	\$60,000
Banner	2	\$80 / banner	\$160
Flyers	10,000	\$0.40	\$4,000
Tables	10	\$10	\$100
TOTAL			\$1,623,010

PR & PROMOTIONS PLAN

BRAWNY COOKS & CREATES

Item	Frequency	Cost per item	Total
Event space	12	\$135 / block	\$1,620
Tables and chairs	1	\$200 / set	\$400
Cooking supplies	1	\$500 / set	\$500
Ingredients	1	\$800	\$800
Painting materials	1	\$500 / set	\$500
Event marketing	1	\$500,000	\$500,000
Press kit	3	\$30,000 / press kit	\$90,000
TOTAL			\$593,820

MEDIA TOUR

Item	Frequency	Cost per item	Total
Cost per city	5	\$10,000 / city	\$50,000
Press kits	2	\$30,000 / press kit	\$60,000
Media relations	5	\$50,000 / media relation	\$250,000
TOTAL			\$360,000

PR & PROMOTIONS PLAN

MEDIA KIT

MAKE-A-MESS EVENT PRESS RELEASE

FOR IMMEDIATE RELEASE:
MAY 1, 2023

Contact:
Jessica Sonkin
Public Relations Manager
jessicasonkin@sundaybrunch.com
201-744-6026

The Brawny logo is written in a bold, black, sans-serif font with a registered trademark symbol (®) to the upper right of the word. The letters are slightly slanted to the right.

MAKE-A-MESS WITH BRAWNY

MADISON, Wis. - Brawny will be hosting Make-A-Mess events in June and July 2023 to encourage individuals to embrace the joy of making a mess, feeling confident that they have the tools to clean it up.

Over the next month, Brawny will be releasing hints on their social media about the time, place and details about the event. We encourage our followers to stay connected as we release more information about our events. We believe this event will be fun, unique and community-focused.

Brawny is a firm believer that individuals should have the freedom to enjoy life's messy moments. We understand that our customers live dynamic lifestyles and need to be able to trust that Brawny will help them clean up.

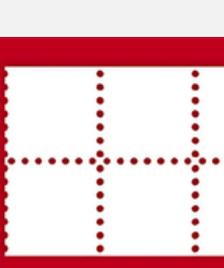
"I am really excited to share this exciting event with our consumers. Hopefully they will enjoy the surprise we have planned for them," Brawny's Senior Director of Brand Building, Katie Kolsky said. "We have worked hard to make an event that is inclusive of all different ages and lifestyles."

Brawny will be using hashtags including #SayYesToMess and #MakeAMessDay and using our Facebook, Instagram and twitter to release information.

###



PR & PROMOTIONS PLAN



PITCH EMAIL - MESS FEST

To: Charlotte Deleste <cdeleste@wisctv.com>

Cc: Allison Rosati <allison.rosati@nbcuni.com>, Jennifer Livingston <jlivingston@wkbt.com>

Subject: Brawny Mess Fest!

Hi there -

Hope you're doing well!

Brawny is excited to announce the Mess Fest: a city-wide color run hosted to raise funds for “Brawny Giants” community initiatives and make an unapologetic, colorful mess.

The Mess Fest is set to take place in August 2023 throughout the Northeast and Midwest. Our trial fests will be located in New York City and Chicago, with race paths spanning five kilometers. Each race will conclude with a music “mess-tival” — essentially a dance party to embrace both messes and successes.

You can learn more about event registration and related charitable efforts on our “Mess Fest” webpage. All funds raised from participant fundraising pages will be donated to the Brawny Giants initiative, which features local leaders who take action to make tangible change in their communities.

We included a full press release below with additional information on the event. Feel free to share, and please reach out with any questions.

Best,

Jessica Sonkin
Public Relations Manager
Sunday Brunch, Inc.
201-744-6026
jessicasonkin@sundaybrunch.com

*Pitch email intended as a message to preexisting media partner

PR & PROMOTIONS PLAN

PRESS RELEASE - MESS FEST

FOR IMMEDIATE RELEASE:

July 20, 2023

Contact:

Jessica Sonkin

Public Relations Manager

jessicasonkin@sundaybrunch.com

201-744-6026

BRAWNY TO HOST MESS FEST IN SUPPORT OF LOCAL COMMUNITIES

MADISON, Wis. - Brawny is excited to announce the Mess Fest: a city-wide color run hosted to raise funds for “Brawny Giants” community initiatives and make an unapologetic, colorful mess.

The Mess Fest is set to take place in August 2023. The first official color runs will be located on five-kilometer paths in New York City’s Central Park and along Chicago’s Riverwalk. Each race will conclude with a music “mess-tival” – a celebratory dance party for participants and supporters to embrace both messes and successes.

“I’m a frequent buyer of Brawny paper towels, but their initiatives make me an even bigger believer in their brand,” said Brawny user Lindsey Russell. “I was aware of the Brawny Giants Initiative because of the brand’s social media content; these local leaders deserve recognition and support for all the good they do. A color run seems like an awesome opportunity to raise funds while fostering a sense of community.”

Our employees are excited to celebrate dynamic lifestyles, as well.

“We want our products to attract people who live dynamic lifestyles, some of which may be subject to mess from time to time,” said Senior brand manager Michael Adams. “I’m very excited about the Mess Fest. A color run sponsored by a paper towel brand? Great irony. Great cause.”

Our “Mess Fest” webpage will launch in May and feature information on registration for the 5K color run. Web page visitors can learn more about the mission of the color run. Similarly, the page will contain information on the Brawny Giants initiative, which acknowledges local leaders and the efforts they made to bring positive change to their communities.

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PR & PROMOTIONS PLAN

MEDIA KIT



Color run stock photography



Brawny Mess Fest flyer



Brawny brand logo



Brawny Mess Fest flyer

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FAQ

What is a Mess Fest?

A “Mess Fest” is the opportunity to explore your playful side and have some colorful fun. While the name largely reflects the festival that occurs toward the end of the soon-to-be event, a Mess Fest is essentially a color run. All people are invited to participate by running or walking at their desired paces. The five-kilometer race is not a competition; rather, it is an opportunity to gather with other individuals in the community who are looking to experience the same joy and excitement. The Brawny brand is planning its first ever Mess Fests for August of 2023.

How can I sign up to participate in the Mess Fest color run?

If you search the term “Mess Fest” on your preferred browser or visit the Brawny website, you will be presented with a link to the “Mess Fest” webpage. The webpage features a countdown to the Mess Fest, as well as additional information on registration and The Brawny Giants Initiative. Registration is not yet open, but people interested in participating are welcome to submit their emails addresses for future updates on the Mess Fest color run.

What exactly will fundraising be allocated toward?

Upon registration, each participant will receive a personal fundraising page. Participants can distribute links to their fundraising pages, which give supporters the ability to donate by selecting from multiple payment methods. All money raised by participants will be allocated to The Brawny Giants Initiative, which features local leaders who make positive changes or contributions to their communities. Brawny hopes to help fund these local leaders’ community service efforts if they are still occurring. Funds will be budgeted as donations to these service efforts. The ultimate goal is to provide financial support to many small-scale initiatives that serve communities ranging in size.

Will the Mess Fest take place in my city anytime soon?

Currently, the 2023 Mess Fest is scheduled to take place in both New York City and Chicago. While these are the only two color runs scheduled to occur in 2023, Brawny remains hopeful that Mess Fests can occur in many locations across the United States pending favorable attitudes, high turnouts, and significant funds raised. Future Mess Fests in Houston and Los Angeles — covering regions other than the Northeast and Midwest — are being discussed.

How does a paper towel brand have anything to do with a 5K?!

Brawny is a paper towel brand with a strong understanding that messes happen... and that’s okay! Their paper product line seeks to clean messes quickly and effectively, while keeping sustainability at the forefront of production efforts. So, what’s a little mess? A five-kilometer color run featuring colored powder everywhere embraces messes while bringing people together to engage in a fun activity that backs important causes. And, the powder can be cleaned off easily.



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BACKGROUND

COLOR RUN

The Color Run is an internationally hosted five-kilometer race that strives “to bring people together and make the world a happier, healthier place.” Over 8 million individuals across at least 50 countries participated in the untimed event, which is currently sponsored by Power Up Premium Trail Mix, StateFarm, and Monster Energy. The race is labelled “the largest running series in the world” due to active engagement and participation. The for-profit event management company partners with charities – “80 local and national charities since 2012” – to acknowledge their community service efforts. Charities can be nominated for this event.

Each participant arrives wearing all white clothing. Colored powder is thrown on runners after every kilometer completed. A “Finish Festival” is thrown to celebrate completion of the race; however, timing and ranking is eliminated from the event. The race “celebrates healthiness, happiness, and individuality” while providing a safe space for anyone to participate, regardless of background, age, or athletic ability.

The Color Run was created in 2011 to “make running accessible to everyone, no matter their experience level or ability.” Currently in its ninth year, The Color Run continues to serve communities and individuals attempting to achieve personal goals.

Information retrieved from <https://thecolorrun.com/>

MESS FEST

Brawny recognized the desire for positive, dynamic experiences that bring communities together. Being a paper towel manufacturer, Brawny also remains aware that messes do exist and are oftentimes inevitable. The public relations team at Brawny decided to combine these notions and create a spinoff of the beloved Color Run, a 5K dedicated to accessibility and community. The Mess Fest will adopt signature elements from The Color Run, such as colored powder and an outdoor celebration that follows. However, the Mess Fest is a Brawny-owned event with fundraising efforts geared towards the Brawny Giants initiative. While the Mess Fest was developed in part to spread awareness of Brawny products, the event itself is an investment that Brawny believes will foster favorable images about the brand mission and service initiatives.

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BRAWNY GIANTS INITIATIVE

At the height of the COVID-19 pandemic, Brawny sought to highlight local leaders with “giant” hearts, as well as “strength and resilience” that inspires others. These leaders are nominated to the Brawny brand for positive changes they made — or are currently making — in their communities. They are coined “Brawny Giants” in spirit of The Brawny Giants Initiative. The initiative is a reflection of Brawny’s brand values, including the celebration of “individuals who take matters into their own hands and tackle challenges head-on.” Each Giant is profiled on the Brawny website, which features names, images, and brief summaries of the differences they made. The profiles are featured on Brawny social media platforms, as well.

Information retrieved from <https://news.gp.com/2020/05/brawny-brand-rolls-out-support-to-giants-taking-action-in-their-community> and <https://www.brawny.com/giants-take-action>



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