



PRIMARY RESEARCH

To research the Purell hand sanitizer brand we used both primary and secondary research. For primary research, we surveyed over 75 individuals to find a more in-depth perspective on the usage of disinfecting hand sanitizers. We also analyzed its current in-store displays. This research helped us answer many questions and provided additional insights to help up create an effective campaign.

The results of our survey were very informative. The questions we asked were specifically chosen to help create a successful integrated campaign that would capture the attention of our target audience. We found that the majority of respondents were in the audience of 18-35 year olds that we were looking to target. The majority of respondents agreed that they only washed their hands when they felt physically dirty. We also found that respondents would prefer to use soap and water over hand sanitizer. A surprising 20% of respondents said that there was a hand sanitizer product within 2 feet of their presence at the time of answering the survey, and 23% said there was one just a room away. Purell was also the most trusted brand among its competitors. Some examples of situations when people use hand sanitizer are “after pumping gas”, “before eating”, and “after sneezing”.

Purell is currently the market leader in hand sanitizers and gets great shelf space in most retail locations. They do not have a special in-store display, as of now it sits among its competitors on the shelves of drugstores and supermarkets like CVS, Walmart, and Wegmans.



SECONDARY REASERCH

For secondary research we consulted a number of sources. We first looked at Purell competitors, their pricing strategies, and the product lines they sold. Then we looked at past advertising campaigns by Purell and their ad agency. We also analyzed the Purell Website, online reviews, and MRI statistics.

This chart represents the different current competitors that Purell has in the market of instant hand sanitizers. They compete on different characteristics such as price and product line extensions. Purell is currently priced competitively and has a number of different products in its line including hand sanitizing spray and wipes.

Brand	Price	Notes:
Purell	4.99	Purell is recognized as the pioneer in hand sanitizer and is still recognized as one of the most recognizable brands in the world with a variety of products in their line.
Germ-x	4.99	“For the health of your family”- Germ-x has an entire line of sanitizing products including wipes, spray, and 40oz bottles.
Bath and body works	5.00	Bath and Body Works line of hand sanitizers consists of multiple different fresh scents.
lysol	3.02	LYSOL® has a new product called the Healthy Touch® No-Touch Hand Soap System which senses hands and dispenses without touching a surface.
Generic	2.99	Generic hand sanitizers offer a limited variety of products with the same sanitizing features at a lower price.

In 2006, Purell teamed up with JWT Toronto advertising agency to create a call to action for consumers. They distributed yellow stickers to physician’s offices that were to be affixed to the cover of magazines. The stickers were to be placed with issue date exposed in the appropriate place, so it would cleverly read things like; “Thumbed through by sick people since May 2005” and “Exposing patients to more than germs since June 2004”. The call to action was a website that Purell created for the campaign.





In 2008, JWT Toronto created a “You Are What You Touch” print campaign that consisted of three different images. It was judged for its unoriginal idea but good execution. The ads show three different hands constructed of a number of images representing the different things people touch on a daily basis. A similar ad was created in Australia that resonated well with the global market because of its simplicity and ability to get the point across clearly and cleverly. This ad features a human hand with a glove like effect which is meant to act as a representative of the Purell disinfectant protection.



Since these ads, Purell has created a fan friendly Facebook page and Twitter account where consumers can interact and discuss the brand. It offers tips and advice for Purell users and many consumers post their uses and appreciation for the product on the Facebook page. The Purell website offers descriptions of its extensive product line as well as a direct link to its Facebook and Twitter pages. Visitors of the site can also shop the product line, and read up on tips about how to stay healthy with Purell products. The



website also does a good job of informing consumers about the many studies they conduct in educational and other institutional environments, which study the effects of using Purell on a daily basis. The results indicate a significantly decreased number of sick days for both students and employees leading to a more productive and efficient work force.

According to its website, Purell was invented in 1988 by GOJO to satisfy the needs of healthcare providers and restaurants who were looking for a way to reduce the spread of germs without using soap and water and without contaminating food. Its success has been significant, not only because it kills 99.99% of the most common germs, but also because of its convenience. Its popularity grew quickly from work to home and on the go. In 1997 Purell was made available to consumers and is now part of today's popular culture as one of the most recognizable brands in the world.

MRI statistical data has been very useful in identifying Purell's current audience. The majority of Purell users are 18-49 year olds who have a college education. Women are also more likely to use the product with a high usage among women ages 18-54. These individuals also have professional occupations and high incomes. One of the most significant groups of Purell users is among individuals with children. With an index of 162, these users are one of the most important groups to target.



QUESTIONS AND ANSWERS/KEY INSIGHTS

1. Who buys Purell?

-Purell is purchased by a large number of Americans aged 18-54. It is primarily purchased by women, especially those with children. The presence of Purell in our everyday environment has grown in the past 14 years dramatically. Our study showed that 20% of respondents said had a hand sanitizer product within 2 feet of their presence at the time of answering the survey, and 23% said there was one just a room away. Its presence is growing in different work/school/home environments around the world because of its great features.

2. Why do people use Purell products?

- Purell has had significant success, not only because it kills 99.99% of the most common germs, but also because of its convenience. Our survey confirmed this with many respondents commenting on the convenience of the product. Purell is capitalizing on this opportunity by creating more products that feature the easy to use function. There are now Purell on the go containers that are small and attached to a rubber cord that makes it easy to attach to different personal bags.

3. What are the key benefits of Purell?

-The key benefits of Purell that were made evident through our primary and secondary research. They consist of its effectiveness in killing 99.99% of the most common germs as well as its convenience and gentle cleansing ability.

4. When do people use Purell?

-According to our survey, people use Purell in a number of scenarios. Some of the most common are; before eating, after pumping gas, in a public restroom, camping, and when around children. People also mention using Purell after sneezing, and when working on patients in a doctor office.

5. What are some of Purell's competitors?

-Purell currently competes against brands such as Germ-X, Lysol, Bath and Body Works, and different generic brands. Generic brands usually compete best on price because of the low prices they can charge. Germ-X has a product line most similar to Purell with similar prices. Bath and Body Works offers most of its products in specially scented formulas that are targeted more toward the female audience.

6. Which brand do consumers prefer?

-Our target audience prefers Purell products over the generic, Germ-x, Lysol, and Bath and Body Works products.

7. Do people like using Purell?



-According to our survey, most people feel more comfortable using old fashion soap and water but find Purell to be a convenient and efficient option when they are not around soap and water. There were also some concerns raised in our survey about the safety of the chemicals used in Purell products that deters some consumers from purchasing the product.

8. How has the brand advertised in the past?

-Purell has only had two ad campaigns in the past 7 years by JWT Toronto. One consisted of yellow stickers that were distributed to physician's offices and were strategically placed so that the sticker exposed the issue date and read cleverly: "Thumbed through by sick people since May 2005" and "Exposing patients to more than germs since June 2004". The other was a print campaign called "You Are What You Touch" that consisted of three different images. The images were judged for its unoriginal content however they were executed very well and got the point across.

9. What does the brand do now to maintain customer loyalty?

-The brand currently has an active Facebook and Twitter account where tips and advice for Purell users are offered and consumers are able to post their many uses for the product on the Facebook page. The website also goes into detail about the many contributions Purell makes to studies that are conducted conducted in educational and other institutional environments, and study the effects of using Purell on a daily basis.

10. Does our target audience have easy access to Purell products?

-The results of our survey indicated that 35% of our respondents that were within the target audience carry Purell on them on a daily basis. They also have easy access to the product because 20% of respondents said that there was a hand sanitizer product within 2 feet of their presence at the time of answering the survey, and 23% said there was one just a room away.



Creative Brief:

Killing Germs Since 1988 (Background): Purell was invented in 1988 by GOJO to satisfy the needs of healthcare providers and restaurants that were looking for a way to reduce the spread of germs without using soap and water and without contaminating food. Its success has been significant, not only because it kills 99.99% of the most common germs, but also because of its convenience.

Past Disinfecting (Present Brand Position): Purell is now part of today's popular culture as one of the most recognizable brands in the world. It is recognized as the pioneer in hand sanitizer and is one of the most trusted brands among doctors, professionals and consumers everywhere to safely clean and refresh their hands. There is currently no advertising in the market for Purell hand sanitizer, but past projects included print ads that demonstrate the different things people touch on a daily basis, with the tagline "You are what you touch".

Stay Well (Our Objective): Increase awareness among 18-54 year olds about the hidden germs within some of our most beloved everyday items and environments, and how Purell can help contain the spread of germs.

The Victims (Target Audience): Our large target audience of individual's ages 18-54 contains a wide variety of people in different stages of their lives. Purell is beneficial to our entire audience because of its generic features.

99.99% (What makes our product stand out): Purell was the first disinfecting hand sanitizer made available to consumers in 1997, and remains a leader in the product category. It is also effective in killing 99.99% of the most common germs.

Doctor Recommended (Support): Purell continues to define the hand-sanitizing category as the most preferred brand by doctors, professionals, and consumers. It was first introduced to consumers in 1997 and is now one of the most recognizable brands in the world. Purell is credited with effectively killing 99.99% of the most common germs, which remains their number one selling point.

Fragrance (Tone of the campaign): Engaging and informative, featuring shared interests among the target audience and their hidden secrets about germ contamination.

Only Purell (Message): Many of our everyday encounters are home to millions of potentially dangerous germs. Purell is your most effective defense against these contaminated surfaces in your everyday life.



Strategy Statement:

Who is my target? “Hi, I’m Terry! I am a 37 year old working mother of 3, soon to be 4. I currently am a secretary in a physical therapy office, working with people all day long. When I get home my job continues, as I make sure everyone does their homework, finishes their dinner, and showers before bedtime. I love my children and I hate to see them sick, not only because I feel bad for them but also because a sick day for one usually means a sick day for the others is on the way. This makes my day even more hectic because I have to reschedule everything to make sure their needs are taken care of. I try to keep them as clean as possible at all times to prevent this from happening.

Where am I now in the mind of this person? There are a lot of different hand sanitizers on the market right now, but I am a working mother and my time to do research about which brand is most effective is limited. I know Purell is one of the most popular brands because of it has been on the market for the longest time now. I feel comfortable using this product because I see others using it and I know it is effective in killing germs, according to its advertising and packaging as well as past product use.

Where is my competition in the mind of this person? I would love to buy the Bath and Body Works scented hand sanitizers because of their great smelling perfumes, but my son David breaks out in rashes from the perfumes in the product. I also find the generic brand convenient in its pricing when I am on a tight budget.

Where would I like to be in the mind of this person? I have used Purell products ever since they were introduced to the market in 1997, and I would never consider switching brands. I trust the Purell brand and it has delivered consistently efficient results for years. I also appreciate the different products, I put the portable jelly wrapped Purell’s in my children’s lunch packs, I always have the Purell sanitizing wipes in my diaper bag, and my office is always stocked with the Purell pump with moisture therapy to keep my hands clean and hydrated when working with patients at work. I don’t know what my life would be like without my dependable Purell disinfecting products.

What is the consumer promise, the big idea? The convenience and easy on the go packaging is very useful in my hectic everyday life. Purell is the most effective defense against the many contaminated surfaces I come in contact with and can help me and my family stay healthy. It is also a great option for my children who have small attention spans and often do not properly wash their hands correctly with soap and water.

What is the supporting evidence? Purell was first introduced to consumers in 1997 and is now part of today’s popular culture as one of the most recognizable brands in the world. Its success is credited to its incredible ability to kill 99.99% of the most common germs. Purell defines the hand sanitizer category and is the most preferred brand by doctors, professionals, and consumers everywhere. I learned all of this through Purell’s different advertising executions.

What is the tone of voice for the advertising? Inform individuals of the overlooked contaminated surfaces we encounter on an everyday basis, and how Purell can help in protecting you against the potentially dangerous germs by efficiently disinfecting contaminated areas in a timely manner.