

HISPANIC PUBLIC RELATIONS

FEBRUARY 2022

TACNE | Onboarding



CLEAN & CLEAR

Inside Look | 2021 - 2022

2021 | KEY STRATEGIES

1

Elevated brand equity for C&C as the #1 brand for teen skin by deepening our relationship with the diverse Gen Z consumer at every intersection.



Serve as a mirror towards Gen Z and partner with relatable, influential KOLs for maximum reach

2

Drove household penetration and consumption (among Gen Z consumers and moms of teens) by amplifying C&C's clear skin credentials and enticing new category entrants.



Drive point of sale at every opportunity with SmartCommerce and retail tie-ins

3

Merged trends and multicultural insights that impact a teen's world with brand objectives (I.e., driving a relevant narrative with Latinx teens by championing fun multi-generational family moments), shifting consumer perception and sentiment for C&C overall



Focus and win on TikTok, Instagram and beyond

2021 | PR HIGHLIGHTS



TEJAS HOUSE PARTNERSHIP

Partnered with Tejas House, the first ever Latinx-only content creation home, enticing its members to become Clean & Clear advocates by creating fun, authentic, unscripted content that spoke about our brand in a way that only a group of Gen-Zs could.

- Our partnership with Tejas House approached TikTok content creation for Clean & Clear in a new way – **We fully allowed teens shape the conversation**
- **12MM Impressions** – *53% of pieces of content were added value*, and the viewership in TikTok and IG Reels was above expectations, with views far-surpassing following (i.e., A @TejasHouse TikTok generated 425K+ views (vs. ~300K followers at the time))
- **99% Positive Consumer Sentiment** – Out of 2730 comments, only 14 spoke negatively about the brand.



LAUNCHING ALOE VERA

Brought awareness to Clean & Clear's newest product collection fueled by the soothing power of the beloved aloe vera plant by giving the mic to influencers and allowing them to tell the brand's NPI story in a culturally-relevant manner, resulting in **7.4 million impressions** via **82 pieces of content**.

- Ensured visibility with multi-tiered Latinx and cross-over content creators, **including some of the top TikTokers impacting HM Gen Zs**, like: Larray (25MM); Lauren Godwin (21.5MM); Kio Cyr (9.2MM); Nailea Devora (7.5MM)
- Amid COVID-19 concerns, reframed the traditional launch event to be intimate while providing an IRL immersive experience. The Aloe Vera Truck Tour won a **2022 Silver ADDY Award by the American Advertising Federation** for Best Out of Home Installation
- Received overwhelming positive sentiment, particularly on parent content

2022 | KEY STRATEGIES

1

Rebuild relevancy and trust with teens, tweens and parents, ultimately growing household penetration and enticing current users to purchase more.

2

Amplify Clean & Clear's clear skin credentials to challenge negative brand perceptions and misconceptions by weaving in skin experts into plans.

3

Drive total category growth for retail, integrating partners into social content and PR activations throughout the year.

2022 | Base Plan Ecosystem

PR will maintain love and buzz surrounding the current portfolio, while sharpening communications to double down on relevancy with a younger demographic and their older millennial parents via earned and influencer efforts throughout the year that cater to tween and teen needs – cementing Clean & Clear as the brand that's setting them up for life-long success and trusting them as innovation partners for our future.

Break Into A New Routine Creative Delivery

Bring Persa-Gel 10 back to life by way of a creative mailer designed to look like a locker, encouraging GM/HM Gen-Z and Millennial media/influencers to break into a new routine. An Amazon discount code will be included for recipients to share with their audiences.

Timing: March



Off-Campus Housing @ Story Houze

Partner with content creation house Story Houze to create fun, authentic, unscripted content that speaks about our brand in a way that only a group of Gen Zs can. Sponsor a room in the house – decking it out to become a C&C Campus classroom, inclusive of branding, content capture-worthy décor, C&C products, and learning tools.

Timing: March - April (Wave 1)

Summer Gear x Pride Creative Delivery

Surprise and delight HM/GM teen-fluencers with their must-have summer lounging gear: a comfy, branded rainbow themed summer set (e.g., bucket hat, lounging set) to propel a sea of highly-visual, organic content that ties back to the Care with Pride Morning Burst SKU.

Timing: Late May/June



Welcome to Clean & Clear Campus IRL

Just in time for back-to-school season, rebuild relevancy for the brand by giving GM/HM influencers and editors the tools and knowledge to have a strong start via the Clean & Clear Campus: an IRL experience where the real-life skills that teens want to learn about are taught, including good skin health habits.

Timing: Late July



ALWAYS ON

C&C Advisor Crew

Activate a crew of GM/HM teen-fluencers, parents and experts to guide teens through the life-skills to master, including skin health, while serving double duty to crowdsource skin information from their audiences and tease Clean & Clear's 2023 relaunch.

Ongoing News Bureau

Drive relevancy and trial among consumers and GM/HM media through a steady drumbeat of conversations around our hero products throughout the year with monthly pitch angles, award submissions, expert credentialing and celeb seeding.

Amplifying to Tweens & Millennials on TikTok

Promote top performing influencer content, as well as launch #WhatIWantFromSkincare hashtag challenge to encourage people to share their wants, needs, and frustrations with skincare products and companies.

NEUTROGENA ACNE

Inside Look | 2021 - 2022

2021 | KEY STRATEGIES

1

Reinforced Neutrogena as the trusted skin-health expert for acne that's rooted in derm and science credentials by leveraging experts across the media and influencer landscape



Amplify experts (such as derms, R&D) to credential the brand/hero SKUs + drive earned coverage

2

Brought to life an effective, science-backed skin health regimen by elevating priority products and NPI across key platforms, targeting those with moderate to severe acne



Drive NPI across key platforms within the 360 media and influencer universe

3

Maximized impact, reach and consumption among Latinx consumers via unique, culturally-fluent activations, brand ambassador partners and social programming



Win with multicultural consumers while driving point of sale via MikMak and retailer tie ins

2021 | PR HIGHLIGHTS



QUINCEAÑERA JOURNEY

Maximized Neutrogena's position as the clear skin health expert, helping gain share of heart at a culturally-relevant stage in the Latinx teen's life – her 15th birthday and coming of age celebration, the moment she first starts experimenting with a skincare routine.

- Via a consumer facing sweepstakes for a **quinceañera winning package valued at \$7K**, PR amassed **1,205 signups** (50% more than in 2020!), gathering quality 1P data in the service of recruiting new users to Neutrogena
- **Leveraged music as the culturally relevant language to engage new category entrants** by integrating a musical sensation into the sweepstakes winning package (e.g., access to talent's concert and meet and greet) and promotion
- **More than 12MM+ impressions to date**, stemming from 20+ pieces of content (25% of which were added value and organic!)



If you guys could just relay to the Neutrogena team that my skin has absolutely transformed the past 2 weeks since I started using their products. I'm completely in shock and so happy about it. Since March I've had extremely rough skin and acne (which I have never dealt with before), and I tried every product in the world that everybody would recommend and the only thing that I've seen a result from is their products!!! So, I'm very happy about this partnership and opportunity :)"

STUBBORN YEAR-LONG SUPPORT

Tapped creators from micro to mega who all had one thing in common – they were real people, looking for real results that Neutrogena's Stubborn collection was uniquely positioned to provide. Showcasing their impactful journeys with Neutrogena, they created an ongoing cadence of educational, relatable and result driven content that demonstrated the evolution of their skin.

- Worked with **6 real acne, texture and PIH sufferers** for long-term partnerships, **underscoring Neutrogena's** efficacy with continued use
- Secured **5.4MM impressions** across social and traditional media, **70% of which was earned and added value**
- Saw incredible surround sound buzz organically created by Latinx mega influencer **Vale Genta** (1.5MM IG followers) for the Stubborn Texture program. Her skin transformation was so impactful, that the asset will be used on paid March & April.

2022 | WHAT TO EXPECT

Q3 Acne & Hyperpigmentation plans are still in the works, but Neutrogena can expect:



Skin-health first communications, leveraging experts to credential our products among Gen Zs in the back to college period.



Engagement with micro-communities of real Latinx acne sufferers – particularly those who are affected by the full spectrum of acne (blemishes + PIH).



Leveraging music as a culturally-relevant angle to engage a younger consumer target as they head back to campus.

THANK YOU!

