

TAG Body Spray - P&G

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Tag Body Spray Case Study

Marketing Challenge

- Make Tag Body Spray a relevant brand for urban males 18-34
- Stimulate retailers about TAG Body Spray and its brand repositioning

Objective:

- Increase awareness about Tag Body Spray among urban males
- Position brand as the “go to” body spray brand for urban males
- Stimulate product trial



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FUSE
fusemarketing.com

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Solution:

GTM created the “**Survival of The Freshest**” an 11 market tour that included a **national MC competition**, **Product Sampling** and retail store events. GTM crowned one winner in each of the 11 markets. This winner was awarded \$5,000 cash prize and the chance to receive a demo deal with **TAG Records** and **Jermaine Dupri**.



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Results:

- 96% sell through of cans at retail events
- Over 260,000 target demo in attendance
- 150,000 Coupons distributed
- 250,000 samples distributed
- Site traffic grew by 75% during our touring months
- 11,000,000 Impressions
 - 700,000 High Touch Impressions (peer to peer convo with INTERACTivists)
 - 15,000 T-shirts distributed



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