



# U+her<sup>®</sup> by kotex<sup>®</sup>

**INSIGHT:** Lacking the education and products to manage their menstrual cycles, millions of young women across developing countries miss out on school because of their periods.

**IDEA:** *U+Her by Kotex<sup>®</sup>* is a crowdsourced learning program for the Mobile Learning Lab that invites young Canadian women to share their experiences of womanhood.



To educate girls in developing countries about female reproductive health, U by Kotex<sup>®</sup> will invite Canadian women to submit their experiences to the *U+Her by Kotex<sup>®</sup>* microsite.

When she shares her experience, she'll be rewarded with a U by Kotex<sup>®</sup> product trial kit. For every kit sent, the brand will also donate a package to a girl in a developing country, ensuring that the lack of necessary feminine hygiene products never gets in the way of her education.



The program will launch on October 11, International Day of the Girl Child. This will act as a catalyst for the buzz and conversation around this program.





IDEA	<i>U+Her by Kotex®</i>
INSIGHT	Millions of girls across developing countries don't get the schooling they deserve because of their periods. They lack both the education of reproductive health and the products to manage their cycle. Although the cultures and experiences of these women is drastically different than those of Canadian women, the commonality is that both 'you and her' have periods.
BUSINESS OBJECTIVES	<b>6 Million Girls: Drive talent donations for the Mobile Learning Lab</b> KPI: <ul style="list-style-type: none"><li>• 18,000 knowledge submissions from Canadian women to the <i>U+Her by Kotex®</i> program</li></ul> <b>U by Kotex®: Grow household penetration</b> KPI: <ul style="list-style-type: none"><li>• Increase market share by 0.3pt by converting 48% of product trials into actual sales</li><li>• Increase brand equity metrics on social responsibility, measured via Millward Brown Brand Equity Power Score</li></ul>
ROLE OF COMMUNICATION	<ul style="list-style-type: none"><li>• Encourage young Canadian women to share their experiences of womanhood, driving social change in developing countries and empowering other women to reach their full potential</li><li>• Emphasize U by Kotex® as an enabler of education, while rewarding Canadian participants with a product trial kit and a one-to-one donation match of product for the girls in the Western Highlands of Guatemala.</li></ul>
TARGET	<ul style="list-style-type: none"><li>• Canadian women aged 16-24</li><li>• They are in Generation Z, also known as the generation of "philanthroteens" due to their propensity to be involved in social causes<sup>1</sup></li><li>• She seeks out and engages with brands that do good in the world, as this reflects positively on her own image of herself<sup>2</sup></li><li>• 66% of Canadians in this generation think that making a wider contribution to society beyond themselves and their family is important<sup>3</sup></li><li>• They have faith in the power of education. 84% say it is a source of hope that more people are being educated around the world<sup>3</sup></li><li>• 94% believe men and women should be treated equally<sup>3</sup></li></ul> <p>1. The Guardian (June 2015), 'Philanthroteens': young people who use their pocket money to change the world 2. U by Kotex® Consumer Segmentation Data (February 2016) 3. Varkey Foundation (January 2017) , Generation Z: Global Citizenship Survey</p>

<b>BENEFIT TO CONSUMER</b>	A platform to share her voice and create connected experiences that will educate and empower other women (through the <i>U+Her by Kotex®</i> program).
<b>REASONS WHY</b>	<p>The U by Kotex® brand promise is to champion women's progress around the globe. Women are the inspiration behind the brand's innovations and at the core of everything they do.</p> <p>By providing vital education about womanhood and reproductive health to girls in developing countries <b>plus</b> the necessary products to manage their cycle, U by Kotex® and 60 Million Girls will drive social change. Given the right tools and education, girls and the women they will grow into are capable of anything.</p>
<b>BRAND CHARACTER</b>	Authentic   Committed   Connected   Empowered   Educative
<b>DELIVERABLES</b>	<p><b>Timing:</b> Launch on October 11<sup>th</sup>, International Day of the Girl Child</p> <p><b>Budget:</b></p> <ul style="list-style-type: none"> <li>- Production: \$15,000</li> <li>- Media &amp; Communications: \$80,000</li> <li>- Trial Kit: \$30,000</li> </ul> <p><b>Microsite:</b> Create an online portal where Canadian women can share their content in text, video and image format</p> <p><b>Creative:</b> Static and video assets that can be supported across multiple digital and social platforms</p> <p><b>Media:</b> Digital media plan should include paid support for social media, online banners and online video to drive awareness of the program and prompt participation</p> <p><b>PR/Communications:</b> Generate awareness and excitement around the program through earned media and influencers</p>