

# HCMN CASE STUDY: Always

## Drive awareness/sales of brand extension launch

### Components:

- Panel and mirror cling advertising

### Success Measurements:

- Nearly 70% of those surveyed at the end of the campaign had unaided recall of exactly how the 'Always Clean' brand extension differed from original Always (comes with wipes)
- Close to 50% of those surveyed at the end of the campaign indicated likely household usage of Always Clean in the next 90 days, up from less than 25% of those surveyed prior to the campaign

