

Liggett Stashower / Combat® - Stompin' Bugs and Buildin' Brands

Challenge

Cockroaches have managed to survive since prehistoric times, so it doesn't seem as though our war on these bugs is going to end soon. But Combat® brand pest control products needed help to encourage people to strike back against these disgusting vermin. And, with the pest control market as confusing and cluttered as it is, it was imperative for Combat® to differentiate itself to make solid connections with consumers. LS was called in for backup.

Strategy and Action

LS honed in on the strong connection between the cockroach allergen and asthma to help make pest elimination a key priority. We kicked off an integrated campaign and positioned Combat as the champion for consumer health concerns. We utilized an in-house "Bugologist" who spread the word through interviews and appearances. We also developed a fun but informative microsite in Spanish and English that included a bug stomping game and facts and strategies to protect homes from bugs.

Results

The campaign garnered more than 65 million impressions and most importantly helped establish Combat as an educator and expert source while shining a light on a problem that's often swept under the rug (or the refrigerator.)

