

# Secret: Turning Up the Heat with a Powerful Equity-Building Program



"I'm leaving here one happy girl, what a great event!"

- Cheryl Kramer,  
Redbook

## Challenge

- With no "new" product news or innovations, position Secret deodorant as hip with young, female consumers

## Insights

- Differentiate by evolving traditional platform of "confidence" to "sexy" and "hot"
- Connect with consumers both functionally and emotionally

## Strategies

- Align with Secret's new ad campaign, "Because You're Hot"
- "Secret's Show Us Your Moves" focused on dance – connecting to the target when she is literally, figuratively and emotionally "hot"
- HotHotHot spokesperson Jennifer Lopez appealed to both men and women
  - Consumers engage in casting call to win dance role in J-Lo's next video
  - J-Lo choreographers -- cost-efficient stand-ins in local markets
- High profile campaign coupled consumer engagement with media blitz
  - Nationwide, highly branded on-line, traditional media
  - Heavy consumer engagement in-market, online

## Success

- Lifted Secret into pop culture, communicating hot, hip image to target consumers and media
- Exceeded media goals by 227.5%, and the stretch goal by 167%
  - Highlights: Cover story in *USA Today*, AP, CNN, Univision, Telemundo, E! News, Access Hollywood, Extra, *Star Magazine*, *US Weekly*, People.com, TMZ.com, AOL News
- PR Week Award: Best Use of Broadcast

