

**GET DIRTY**

**Tide**

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Wieden  
Kennedy<sup>+</sup>



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Original Scent  
Fragancia Original

64  
USES  
LAVADAS

Get more  
out of Tide as a:  
PRETREATER  
OXYBOOSTER  
see back for details

# Tide

200 FL OZ (1.56 GAL) 5.91L

CAUTION: EYE  
IF SWALLOWED, SEE  
PRECAUCION: SI  
SI SE INGIERE, VER



CAUTION: THE PRODUCT IS IRRITANT. HARMFUL  
IF SWALLOWED. SEE CAUTION ON BACK LABEL.  
PRECAUCION: PUEDE LES GUSTAR, PERO  
SI SE INGIERE, VER

U  
promise

# EXECUTIVE SUMMARY

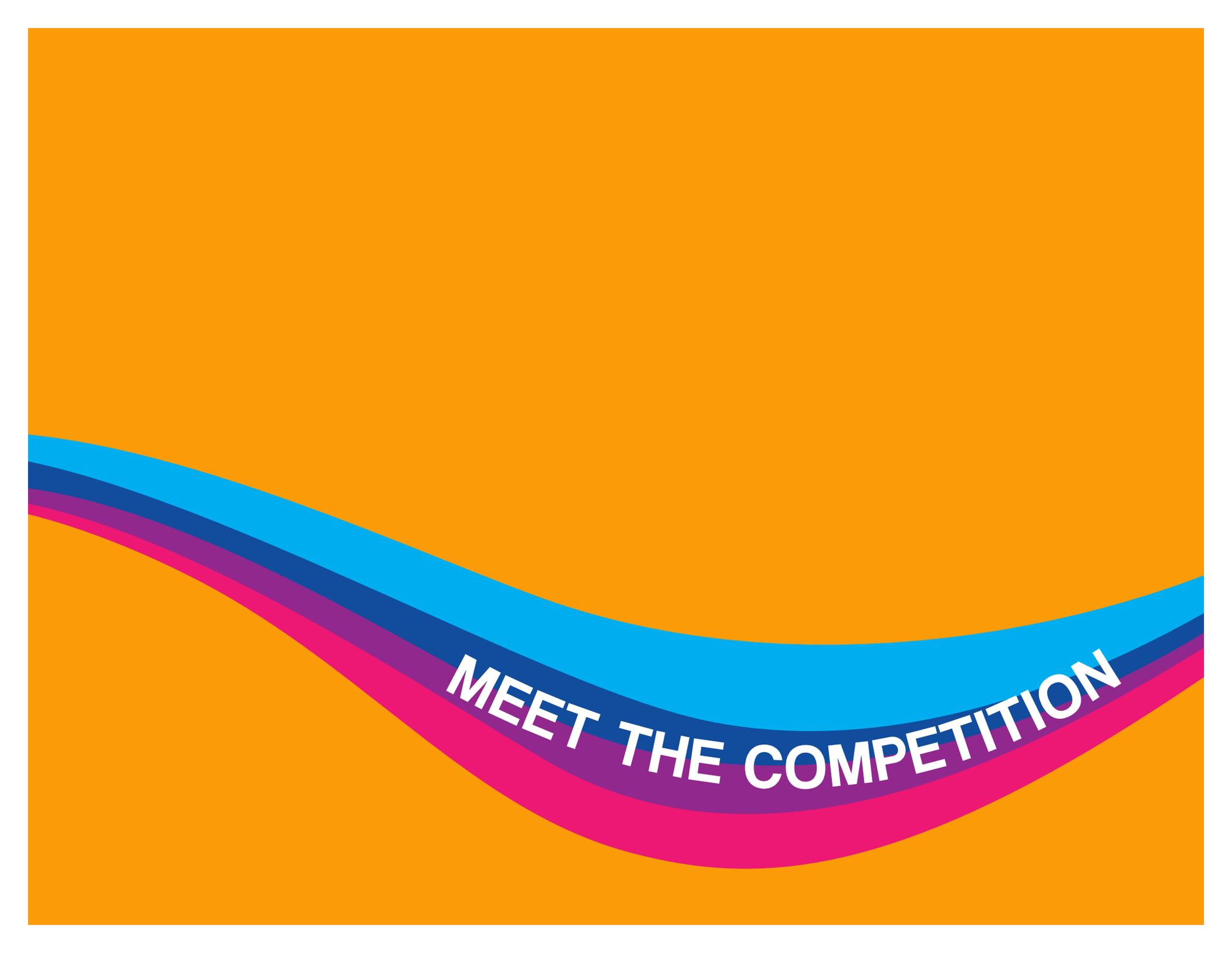
Since many people wash their clothes, the laundry detergent market is wide. Within this large market, there is a variety of lifestyles and preferences. The Get Dirty campaign shows that Tide's products can appeal to any individual—a busy college student, a young, active artist, or a mountain climber.

Some people enter college unaware of how to wash clothes, and it can be intimidating for them to begin; some students may also be simply short on time. This market, therefore, benefits from the quick and easy way of washing that Tide Pods allows. An artist who is young and active may have long days—days filled with possibly constant movement; the scent of Tide Plus Febreze Freshness detergent lasts three times longer than Tide Original's, which makes the product ideal for this market. Lastly, an active hiker, mountain climber, or any type of athlete knows that cotton can generally be uncomfortable in active situations; therefore many turn to polyester. Tide Plus Febreze Sport, another product of the Plus line, is designed for washing polyester clothing and getting rid of long-lasting stains. This campaign will promote each of these products to the respective audiences listed.

For this campaign, Wieden+Kennedy has created three social media campaigns, developed a mobile application, and implemented guerilla marketing. The social media campaigns motivates consumers to clean out stains with Tide products. The mobile application offers laundry tips, a timer, and videos on how to wash clothing with Tide products; it also allows consumers to customize and purchase Tide laundry bags. Lastly, in terms of guerilla marketing, Tide will use a "Get Dirty Van," which will drive to locations and hand out Tide products; "Tide Pods"—public pod-shaped beds with Tide's logo—will also be created.

The campaign's advertisements will be placed in media that the target populations frequently come in contact with; the Get Dirty campaign is composed of one magazine ad, one commercial, one online ad, and one billboard ad. Through the listed promotions, Tide will prove to its consumers that, no matter what kind of dirt they accumulate, they can rely on the brand when life gets dirty.





**MEET THE COMPETITION**

# GAIN THROUGH HISTORY

As the middle class America is shrinking, P&G is focusing on high-end and low-end consumers. Since Tide targets the higher end market segment, one of P&G's lower priced brand detergents is Gain. Because Gain doesn't have the same power that Tide has as a detergent, it has positioned itself as the detergent that is scent-sational and provides people with the fresh smell they love. Gain's focus surrounds the scent. Several campaigns focus on the idea of freshness and scents using word play from "Scent-ervention" to "Scen-thropology." One of Gain's recent campaigns is called "Music to Your Nose," which features a choir singing with every sniff of Gain. The "Irresistibly fresh" campaign shows the irresistible freshness of Gain. In this campaign, one ad shows people crammed into a revolving door sniffing a man's shirt. Another ad shows a man sitting at a sports game and the surrounding audience keeps sniffing his shirt. Gain enlisted Wanda Sykes as their Scent Match Maker with an interactive YouTube spot and Mandy Moore as a sponsor to the "Music to Your Nose" Campaign. Gain launched two campaign contests: "Smells Like a Million Bucks," and "Scent-ervention." Overall, Gain uses humor tactics to appeal to its audience. Its strategy is about not taking things too seriously.

# GAIN PAST EXECUTIONS







**MEET THE CLIENT**

# P&G THROUGH HISTORY

In 1837, brother-in-laws, William Procter and James Gamble, signed a partnership agreement formalizing The Procter & Gamble Company, with total assets of \$7,192.24. P&G grew to pride themselves on products of “superior quality and value.” Procter and Gamble’s purpose is to improve the lives of their consumers in small, but meaningful ways each and every day. The company’s values reflect the manner in which it works together and with others while its principles demonstrate a unique approach to creating things each day. In 1946, Procter & Gamble introduced Tide, known as the “washday miracle.” Tide made laundry easier and less time-consuming, due to the fact that its new formula was known to clean better than anything available on the market at that time. Today, P&G is a global, publicly traded Fortune 500 company with its headquarters located in Cincinnati, OH. It is operating in about 70 countries and has annual revenue totaling \$84.2 billion as of 2013. Going forth, Procter and Gamble strives to make billions around the world look and feel better with each coming day.



# TIDE THROUGH HISTORY

When Tide was first introduced, it was introduced as a new kind of product – a revolutionary and innovative product. Although Tide is the most expensive in its category, the perception is that the price is worth it. Tide promotes itself as “America’s favorite laundry detergent.” Tide’s main target audiences are mothers and families, until they developed the Tide Pods. At that point, it targeted men with its “It’s not rocket science” campaign. In 2007 Tide launched the tide “Knows fabrics best” campaigns. The campaign focuses on women from all walks of life, from working and nonworking women, to women with and without children. Despite the variety and differences between these women, the common things they have are their busy lives and laundry.

In 2013, Tide launched another campaign called “Tide Gets it Out.” Tide released 22 vines during the Super Bowl aimed at mentioning Super Bowl advertisers. One example included “Don’t worry uncle Jesse, we get out @oikos yogurt #getsitout.” This vine was aimed at the yogurt ad with John Stamos dropping yogurts on his pants. Tide gained 1174% engagement during this campaign. Tide is versatile, widely utilized, massively loved, and easy to use; this is what they want to convey to their audiences.



# TIDE PAST EXECUTIONS



# TIDE PAST EXECUTIONS

ALL OVER PRINT  
**CUTE.**  
ALLOVER STAINS  
NOT SO MUCH.



 **STYLE IS AN OPTION. CLEAN IS NOT.**  
Tide helps keep your colors bright wash after wash so she can always shine.

2011

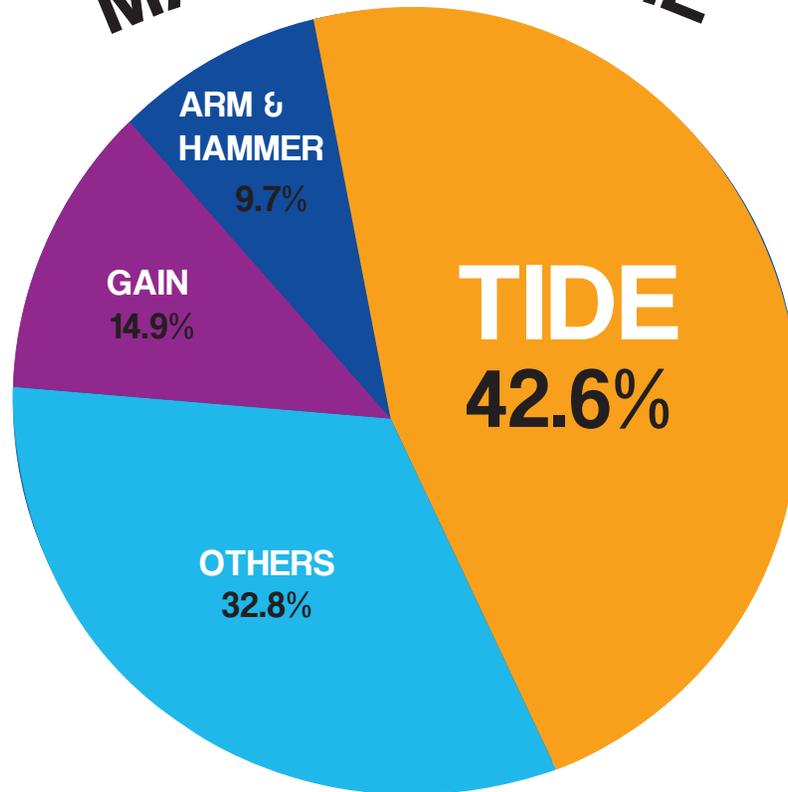


Knows Fabric Best

2007

# THE NUMBERS

## MARKET SHARE



# 5 YEAR REVENUE

	Company	2010	2011	2012	2013	2014
Billions	Proctor & Gamble	\$78.94	82.56	83.68	82.58	83.06
Millions	Church & Dwight	\$2,599	2,749	2,922	3,194†	<sup>1st quarter</sup> 782

## 2014 SALES (in millions)

Detergent Brand	Sales
Tide	\$1,894
Gain	661.5
Arm & Hammer	431.9
Total Combined	2,987.4

**CONCENTRATED**

use 1/3 less  
menos



40 LOADS  
LAVADAS

40 LOADS  
LAVADAS

**40** LOADS  
LAVADAS

**ULTRA**  
**Tide**

**CLEAN  
BREEZE**

Brisa  
Limpia

**New  
Improved  
Formula**

Nueva fórmula  
mejorada

**CAUTION:** EYE IRRITANT. MAY BE  
HARMFUL IF SWALLOWED. SEE CAUTION  
ON SIDE PANEL.

**PRECAUCIÓN:** IRRITA LOS OJOS.  
PUEDE SER NOCIVO SI SE INGIERE.  
LEA LA PRECAUCIÓN EN EL PANEL LATERAL.



DETERGENT / DETERGENTE

**56 OZ (3.50 LB) 1.58 kg**



# TIDE SWOT ANALYSIS

## STRENGTHS

- Range of various products
- Ease and convenience of pods
- Most popular detergent in the world
- Notable brand image due to P&G affiliation
- Stain removal on the go is convenient for anyone

## WEAKNESSES

- Price point
- Children swallowing pods
- Allergens may irritate some
- Cannibalization of other tide products

## OPPORTUNITIES

- Coupons
- Creating safer products
- Large specified market
- Younger college students
- People are lazy so they turn to Tide Pods
- Loyal brand customers will want to use tide products

## THREATS

- Powder industry is decreasing
- People want eco-friendly products
- Products available at same price or cheaper
- Strong competitors with notable market shares





**MEET THE CONSUMERS**



**STEVEN YADA, 18**

# STEVEN - DESCRIPTION

## **Steven Yada**

Product: Tide Pods

Age: 18

Location: Los Angeles, California

Occupation: College Student

Steven has washed clothes a few times before, but only when his mother forced him to. He is a second-generation, Japanese-American from San Francisco. He is majoring in computer science and informatics at UCLA, and lives in the campus's freshman dorms. He doesn't have a car, but tries to fly home when he can. This is the first time that Steven has lived away from his family, and therefore has been having a hard time adjusting to college life. His only sister is a senior biochemistry major at UCSD, his mother is stay-at-home mom, and his father develops the human interface design for Yahoo. As a child, Steven was often exposed to graphics and technology, which influenced his choice of study. Steven is a single, heterosexual male who is currently unemployed. Steven enjoys playing World of Warcraft, League of Legends, and other online role-playing games on his PC. Steven typically reads BuzzFeed, Entertainment Magazine and Rolling Stone for fun, and reads PC Gamer, Technology Review, and Wired Magazine to keep up with the tech and gaming industries. Steven watches mostly comedic television; his favorite channels are Comedy Central, Fox, FX, HBO, and NBC. He enjoys watching Bob's Burgers, Workaholics, Tosh.0, Archer, Louie, and Rick and Morty. The only products that Steven invests himself in heavily are those that are tech-related. With other items, he spends little time deciding; he doesn't mind wearing plaid on plaid, or eating EasyMac for a week straight.

**SEANNIE DAVIS, 24**



# SEANNIE - DESCRIPTION

## **Seannie Davis**

Product: Tide plus Febreeze

Age: 24

Location: Brooklyn, New York

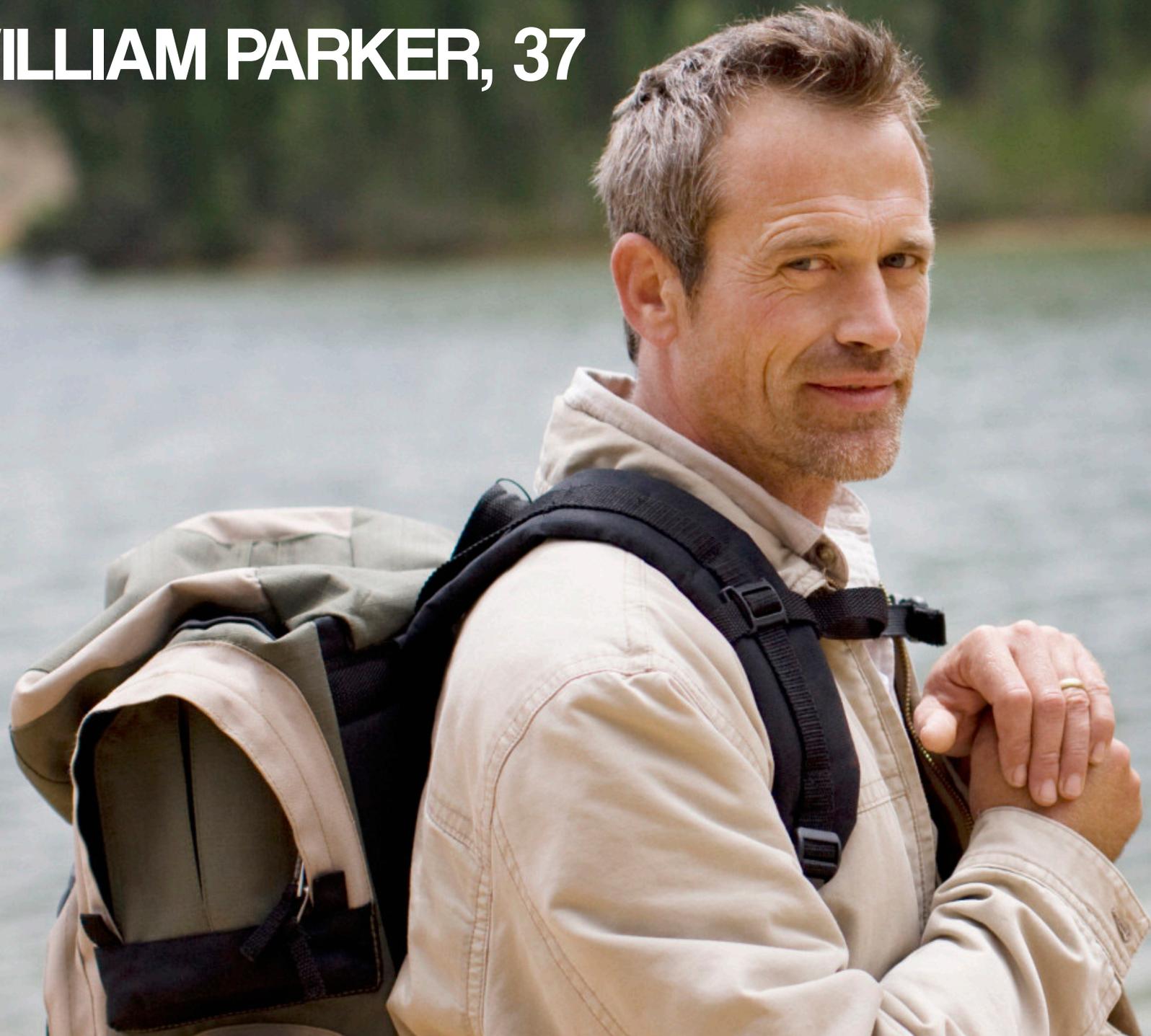
Occupation: College Dropout

Artist

Blogger

Seannie went to NYU to major in film production and minor in creative writing, but dropped out a year before her graduation because she was fed up with the educational system. Since then, Seannie has made a living from commissioning her paintings and photographs to galleries all over New York City. She lives with her girlfriend, Shay, and her two cats, Otis and Milo. Otis is an elderly blind rescue; Milo is also a rescue, but is young and has healthy eyesight. Seannie is a foodie; she loves finding hole-in-the-wall restaurants around the city; when it comes to food, she has champagne taste and beer-bottle pockets. She posts her findings on a blog that has been gaining popularity. Seannie is very liberal and is a strong advocate for equality; when she isn't busy pursuing art or food, she contributes to a feminist blog. When she has time to relax, she watches Orange is the New Black and American Horror Story. She subscribes to the print publications of National Geographic Magazine and Empire Magazine. Her favorite online magazines and blogs are Hello Giggles, BuzzFeed, Pitchfork, The Everygirl, and Style.

# WILLIAM PARKER, 37



# WILLIAM - DESCRIPTION

## **William Parker**

Product: Tide Sport

Age: 37

Location: Portland, Oregon

Occupation: Accountant

William prefers to go by Billy because he believes that William sounds too formal. Billy is an athletic thrill-seeker; he hikes, rows, and climbs mountains. Billy is obsessed with his GoPro because it allows him to capture and relive his adventures. Billy often goes to sports gear stores and drops a lot of money at one time on upgrades to his equipment and wardrobe. He received his bachelor's degree in accounting from George Washington University, and then moved back to Portland, Oregon, where he's originally from, to work as an accountant at Perkins & Co. He has two sisters, one older and one younger. He drives a silver Volvo, because although he loves danger, he has a phobia of car accidents. He loves Italian food and his favorite drink is craft beer. Once a week he and his climbing buddies meet up at a brewery called Upright Brewing. His favorite TV shows are American Ninja Warrior, Wipeout, House of Cards, and The Newsroom. Typically, Billy has CNN on in the morning as he eats breakfast to catch up on the news. Billy consistently arrives at work 15 minutes early, and spends the time scanning through the Wall Street Journal, and if he has enough time, the New York Times as well. Billy doesn't have pets, and is therefore the only resident of his home. He recently signed himself up on eHarmony with hopes of finding a partner who's equally passionate about adrenaline.



**STEVEN YADA**



**SEANNIE DAVIS**



**WILLIAM PARKER**







**CAMPAIGN INTRO**



**Tide**

+

febreze  
freshness

spring & renewal™



## THE CREATIVE BRIEF

Ordinary laundry detergent may not be sufficient for every person. Some prefer customization—specific detergents designed to clean specific clothes, or designed for specific lifestyles; Tide’s Get Dirty campaign places this point into an utmost realization. The campaign will focus not only on the fact that Tide has a range of liquid detergents, but also on the fact that Tide has many different forms of laundry products; it has, for example, stain removers, and detergent pods. Through promotions that will allow the consumer to interact with the brand, consumers will realize the cleaning power of Tide’s products. The advertisements of this campaign will be placed in widely circulated magazines (e.g. Wired Magazine, and PC Gamer Magazine), near heavily congested freeways (e.g. the i-110 Los Angeles, and the i-10 Santa Monica), on television networks (e.g. Comedy Central, and FX), and on websites (e.g. Style.com, and BuzzFeed.com). Each advertisement will be placed in locations and media that the audiences are likely to frequent. The audiences advertised to in this particular campaign are college students, sporty individuals, and young, active artists. Tide knows that clothes are bound to get stained; it also knows that different people acquire different clothing stains.



**GET**

**DIRTY**



# THE BIG IDEA

Tide products are more expensive than those of other brands in the category. If a consumer can easily settle for detergents that are cheaper, why choose Tide? The **Get Dirty** campaign will prove to consumers that Tide's variety of quality products makes the brand worth the high price. Tide has a variety of products because it knows that people have different preferences when it comes to washing clothing and removing stains. Our college student, Steven Yada, will appreciate that he can quickly and easily wash his clothing with Tide Pods; our active artist, Seannie Davis, will continue to smell fresh with Tide Plus Febreze Freshness as she moves about her long days; and our athletic, mountain-climbing fanatic, William Parker, can wash out long-lasting stains and polyester clothing with Tide Plus Febreze Sport. No matter how you decide to live your life, or how much experience you have with washing clothing, Tide has a product for you. Therefore, you shouldn't be afraid of the inevitability of staining clothes; it's okay to live and get a little dirty in the process.





**CAMPAIGN EXECUTIONS**

# EXECUTION 1



**PC GAMER**

**WIRED**

**Entertainment**  
WEEKLY

**Rolling Stone**

**technology**  
**review**

Published by MIT

To target our gamer college student, Steven, we went with a simple, graphic approach. This ad follows the idea that our target is so used to seeing these controller icons, he will understand the three steps to clean laundry immediately. The three key words demonstrate to the consumer just how easy and worry-free Tide Pods are. This is a magazine print ad which will be featured in media such as Wired and PC Gamer magazines, both of which target the gamer demographic. In this way, we make doing laundry seem as fun as playing a video game, advertising to the target in their own language.

# COMMERCIAL



The single television commercial for our campaign will target the college student, Steven, and individuals of that audience. The spot will begin by showing a student walking into a dormitory's laundry room. From the outside of the room, other students will be able to hear creaking sounds and yells of excitement. From the inside of the room again, we will see the student staring at a washing machine, amazed with the ease of use of Tide Pods. College students will relate to this commercial since it is slightly provocative; the Get Dirty slogan, in this case, acts as a double entendre. We will have it featured on the networks Comedy Central and FX.

# EXECUTION 2



This online “billboard” ad will target the artsy blogger, Seannie, as well as women around her age range. It will be placed underneath the header and search bar of websites, like Pitchfork.com and Style.com. It will be animated and will have the image of the model scroll up to reveal cake all over her shirt. By clicking on the link, “Our Products”, the customer can read more about what Tide plus Febreeze actually does, which is smell better the more you move. The idea will be relatable to our target because it emphasizes how easy it is to live your day, get a little messy, but still smell good. It is colorful, eye-catching, with a laid back tone, just what will draw the online shopper or blogger in.



**STYLE.COM**



**BuzzFeed**

## EXECUTION 3



Our third advertisement is a billboard that will be featured on major highways throughout the country, like i-110 Los Angeles and i-678 New York. This will target William, our hiker thirty-seven year old. This ad's goal is to appeal to those who live active lifestyles, but still need the reassurance that their clothes will be cleaned, no matter how dirty they get. We hope to catch men returning home from work on the highway and inspire them to get out, adventure, and get dirty. In the play on words of a "mountain" of laundry, we hope to attract those who live a life of adrenaline, because doing laundry can be exciting too.

# TWITTER



Similar to our Instagram campaign, our Twitter campaign will ask users to post pictures of their dirtiest stains next to the same articles of clothing once they have been washed with Tide. This campaign will be year long and will be a primary way to communicate with our younger Tide customers, while hoping to reach our more tech-savvy elder users. We will use Twitter to encourage our followers to think about our product throughout the ups and downs of the day, especially when a stain appears. Users will be asked to include the hashtag #getdirty; three users who receive the most likes, shares, or retweets will win free laundry detergent for a year.



# FACEBOOK



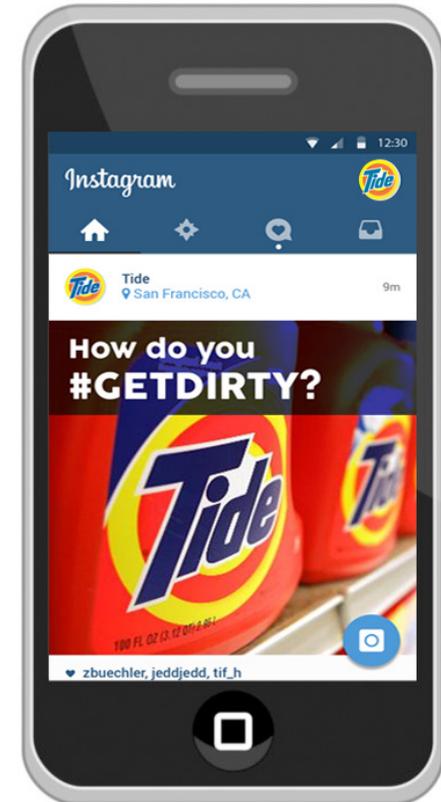
Since Facebook is by far the most heavily trafficked social media website, Wieden+Kennedy will use it as the main means of connecting to Tide audiences. Through Facebook, we will keep consumers updated on the whereabouts of the Tide Get Dirty Van, supply coupons, challenge consumers with our “Design the Next Tide Scent” challenge, and promote a Tide sponsored Color Run. We will also use Facebook to push our Twitter campaign, Instagram campaign, and other promotions. Because Facebook’s demographics span all age ranges, we believe Facebook will definitely reach our targets.



# INSTAGRAM



Instagram's simplistic nature will allow Tide to implement a simplistic campaign: The Dirty Challenge. This campaign will encourage users to stain clothing with different materials, and then wash the stained clothing. Since Instagram focuses on picture submission, the challenge will ask a user to post two pictures side by side: one of the stained clothes, and one of the same clothes after they have been cleaned with a Tide product. Participants are to use the hashtag #getdirty.



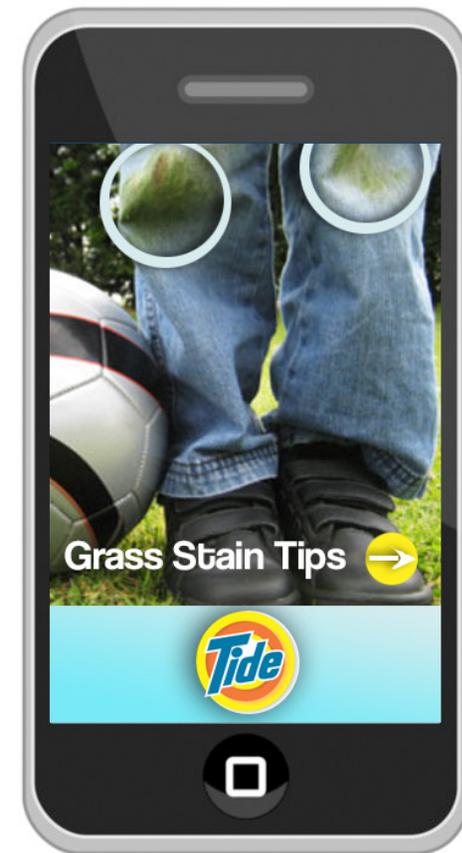
# TIDE GET DIRTY VAN

To make the Get Dirty campaign more interactive, Tide will work with Loads of Hope to drive around the nation in a van that has full service washing machines and dryers inside of it. The van will pass out samples of new Tide products and address people who need quick cleans; for example, the van may appear at a children's soccer game, or outside a paintball park. Tide will also be present to aid sufferers when natural disasters strike.



# APP

Mobile applications are becoming increasingly popular; Tide, therefore, has decided to create an application that will simplify the process of washing clothing. Users will be allowed to access laundry tips, a timer, and tutorials on how to use the application. The application can identify, through using a mobile device's camera, what stain/s an article of clothing has; from there it can give the user tips on how to go about tackling that stain. A timer will be a useful feature for, a college student, for example, so he or she won't have to worry about having clothes thrown on the floor by other students. Whatever Tide product a user has, the application has a video tutorial on how to use it. Lastly, the application will have in one of its tabs, an option to customize and purchase Tide laundry bags.



# TIDE ENERGY PODS

Energy pods - soundproof reclining chairs with a pull-down hood, are becoming a world-wide trend. Playing off the name of the product, Tide Pods, Tide wants to give back to its consumers by installing nap pods in public locations, such as universities, hospitals, and fitness centers. Consumers have used Tide products to refresh their clothes; with Tide Nap Pods, they can now also refresh their minds.







**CONCLUSION**



CLEAN  
fresh  
SOFT



## CONCLUSION

Wieden+Kennedy's Get Dirty campaign will show that Tide has products for particular lifestyles and particular stains. Several social media campaigns will be created to spread awareness of the brand, and to open up portals of interaction with its consumers. Through the executions of Tide's application, 'Get Dirty' van, and nap pods, potential and existing consumers will perceive the brand positively. Tide products are relatively expensive because some offer specific benefits, and all are of high quality. Not only will this entire campaign increase the positive image of the brand, but it will also validate the products' high prices. Tide must appeal to users who appreciate the specific benefits of the brands products; this campaign targets three of these particular audiences, and proposes the products that each may use. With our campaign, we mainly hope to prove, through demonstrating the variety of Tide's products, that all people should feel free to live life and disregard dirt.





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# BIBLIOGRAPHY

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The article discusses Gain detergent, a competitor of Tide, and its tagline used on Canadian print ads. We used the information we found in this article to compare Tide to Gain, to assess the overall message that Gain hopes to convey through its advertisements.

Baskin, J. (2013, January 24). Behind the Success of Tide's Pods: Innovation and Truth | CMO Strategy - Advertising Age. Retrieved December 1, 2014, from <http://adage.com/article/cmo-strategy/success-tide-s-pods-innovation-truth/240996/>

The article addresses the ingenuity of the Tide Pods and how the brand uses innovation to increase sales.

Crupi, A. (2012, April 25). Tide Suits Up With the NFL. Retrieved December 1, 2014, from <http://www.adweek.com/news/advertising-branding/tide-suits-nfl-139849>

The article reveals that Procter and Gamble partnered with the National Football League and sponsored the Shield and its 32 franchises for the third year in its five-year national sponsorship of the league in 2012.

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<http://simplymeasured.com/blog/2014/02/13/tide-ditched-the-super-bowl-for-vineand-it-worked/>

The article highlights the importance of Vine in Tide's campaigns in 2014 during the NFL's Super Bowl, as it helped Tide garner a total of \$6.6 million potential impressions.

Heine, C. (2013, October 27). Tide's Halloween Vines Are Now Everywhere. Retrieved December 1, 2014, from <http://www.adweek.com/news/technology/tide-s-halloween-vines-are-now-everywhere-153407>

The article examines the use of Tide's Halloween Vines and how these creative, horror film spoof segments help to keep Tide relevant during the holiday season.

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<http://adage.com/article/special-report-super-bowl/p-g-s-tide-spent-super-bowl-talking-ads/291477/>

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Neff, J. (2006, February 8). FIVE YEARS IN THE MAKING, TIDE GETS A NEW AD CAMPAIGN | News - Advertising Age.

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The article discusses Tide's change in ad campaign during 2006. After five years, Tide decided to transform its message to "Tide knows fabrics best," and discover the role that laundry played in consumers' lives.

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The article evaluates Procter and Gamble's decision to introduce a Tide detergent that is less expensive than before and how this strategy was a risk for P&G that could have been detrimental to the brand's sales growth.

P & G. (n.d.). Annual Reports. Retrieved December 1, 2014, from

<http://www.pginvestor.com/GenPage.aspx?IID=4004124&GKP=1073748359>

This article provides the annual reports and proxy of Procter and Gamble between the years of 1999-2014.

Wasserman, T. (2010, March 25). Arm & Hammer Rolls Out First Gel Detergent. Retrieved December 17, 2014, from <http://www.adweek.com/news/advertising-branding/arm-hammer-rolls-out-first-gel-detergent-107203>

The article covers Arm & Hammer's introduction of their first gel detergent and it reveals that if the gels were to become a hit on the market, then Procter and Gamble would likely be quick to react with their own version.