

Educational approach shines

An old product looks new to consumers who've never used it

By Kristine Stiven

Telling women that waxing the floor is a lot of work seems an odd way to market floor wax. But that is the tack Johnson Wax is using to market Future floor polish to Hispanics.

"In the Hispanic culture, cleanliness is next to godliness," says Peter McClure, the S.C. Johnson & Son international marketing associate working on the Future account.

Mall-intercept interviews in key Hispanic markets revealed that while subjects cleaned their floors regularly, they did not wax them, he says.

The research also showed that a high percentage of Hispanic homes

have the type of tile flooring that is appropriate for a two-step floor wax.

Without specifying which of its eight floor-care products it wanted to introduce, Johnson executives approached Chicago agency San Jose & Associates.

"We had the entire floor-care line open to us," says agency President George San Jose. "The client said they wanted to get into the market. They left it up to us to suggest which would be the best product to position."

Based on company research of Hispanic cleaning habits and flooring, San Jose & Associates suggested Future. The research also pointed out the agency's biggest challenge: Educating Hispanic consumers about waxing floors and using Future.

"We knew the campaign had to be educational because no product like Future is being marketed in any Spanish-speaking country in this hemisphere," Mr. San Jose says. "It was the ultimate challenge because we had to take years of advertising and condense it into one campaign, compiling and containing a huge amount of information." In addition to selling the product, the agency had to show it in use; "to show the woman pouring Future onto the floor," he says.

Launched in Miami last spring, the campaign moved into New York and Los Angeles in July. "We started in Miami because we knew the market well, and so did the

agency. When the test proved successful, we looked to expand," Mr. McClure says.

He will not disclose budgets, except to say "if you compare it to what we would normally spend on a [single campaign], it was fairly expensive."

The creative story focuses on a hard-working housewife and her hard-on-the-floors family. The 30-second spot shows her standing on her clean but dull kitchen floor. Her spirits pick up when she pours on Future.

"The ad says, 'We know your floors are clean, but do they shine?'" says Mr. McClure. In the final shot, an approving husband leaps and declares "resalta" ("outstanding").

"We tried to tap into gender roles and reflect Hispanic ethics where approval of spouse is important," he says.

The fact that Future requires more work than one-step waxes also was not hidden as it probably would have been in a general-market spot, Mr. McClure says.

The campaign's jingle, "Future es el brillo que resalta" ("Future is the outstanding shine"), was picked up in concurrent radio spots. TV was the first media choice because "Hispanics watch a lot of TV," he says. The TV spots are running on Tele-mundo Group and Univision Network affiliates in all three markets; spot radio is being carried on 24 Spanish-language stations.

Point-of-purchase displays and



S.C. Johnson isn't afraid to tell Hispanics that using Future takes more work.

an in-store demonstration program are designed to further educate consumers.

"In some markets we went into supermarkets and independent Hispanic grocery stores," Mr. McClure says.

In New York the company is performing demonstrations at Jetro Foods, a cash-and-carry supplier for the local *bodegas*. "That's the best way to get into the *bodegas*," he says.

A product comparison campaign was considered and rejected for both in-store demonstrations and TV spots.

"We were first in the market, and we think we can accomplish more with an educational campaign than a negative, comparison ad," Mr. McClure says.

Mr. San Jose says that Hispanics would not react favorably to an ad comparing two floor waxes.

"Let's face it, cleaning and waxing the floor is nothing to really get excited about. We had to make it fun."

The company is tracking case sales through an agreement with Jetro and reviewing Hispanic SAMI/Burke data to gauge the campaign's effectiveness. Indicating the difficulty in introducing new product categories, Mr. McClure describes early results as "mediocre."

"We had very ambitious expectations. We won't abandon the campaign, but we might not expand as quickly as we first thought," he says.

The effort will expand on a market-by-market basis, depending on

further evaluation. "After the product is better known we also might consider direct-mail couponing," Mr. McClure says.

The effort may stall as a result of general-market pressures. "Right now, the general market is requiring

a lot of attention, so we must look at where our support dollars can give us the most increase in incremental sales volume," he says.

While general-market concerns may siphon Hispanic market funds, Mr. San Jose says the scenario is

ideal to show the impact of Hispanic marketing.

"The floor-care category has been flat for three or four years, and any growth they see will be attributed to the Hispanic effort," Mr. San Jose adds. □

George L. San Jose President & Chief Creative Officer of The San Jose Group a Multicultural Advertising Agency