



## **Windex Creative Brief** **By Dalya Taman**

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### **Project Description/Overview**

The goal of the advertising is to show consumers that Windex leaves a streak free shine both inside and outside the house, and that Windex is the best all purpose cleaner on the market.

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### **Objection:**

- Make cleaning easy
  - Make cleaning faster
  - Goal: have one all purpose cleaner for all household cleaning jobs
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### **Copy Strategy**

Advertising will convince household cleaners that Windex will leave a streak free shine every time they clean.

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### **Who are we talking to?**

- Primary: Adults, Mothers, Household cleaners
  - Secondary: college students, people who live on their own
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### **What are they like?**

They are individuals who like to keep things tidy and fresh. The smell of cleanliness awakens them and makes them feel at ease.

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### **What's the main idea we're trying to convey?**

Windex products will leave a crystal clear streak free shine whenever it is used, and also make the room smell fresh.

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### **What supports this idea?**

- Windex's main ingredient is Ammonia-D which works great for fast and easy cleaning of tough dirt and grime
- Windex has not only the original formula but different refreshing scents also



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### **Competition**

- 409
- Simple green
- Clorox
- Tide

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### **Emotional/Psychological Barriers- Negative Perceptions?**

- Smell is too strong
- formula is not strong enough

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### **Brand History**

Windex was invented in 1933 by Harry R. Drackett, it was essentially 100% solvent, and as a flammable product, it had to be sold in metal cans. When modern surfactants were introduced after World War II, the product was reformulated. SC Johnson acquired Windex in 1993 and has been manufacturing it since that time. The product was recently reformulated with more environmentally-desirable solvents.

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### **What's the brand personality?**

Clean, Sharp, Tough

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### **What's the tone of the advertising?**

Fast paced, welcoming, Energetic, Fun

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### **What are the execution mandatories?**

- Record three Radio Commercials
- Create a Pitch, a situation, and a Song
- Make it fun and energetic enough to draw in an audience



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**What is the Production Schedule?**

New concept presentation	March 27
Revisions/approvals	March 27
On-air	April 10 (based on approvals)

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**What Business are we in?**

The Beauty Business

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**Brand Value**

Cleaning made easy



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## The Pitch

Tired of Tough dirt and grime that just will not clean off? Well your solution is Windex! Windex gives you a streak-free shine every time inside and outside the house. Windex isn't limited to Windows only but also countertops, porcelain, stainless steel, and more! Windex is now available in a wide range of products to meet all your needs and occasions. Purchase Windex now for all your cleaning needs at your local grocery store or cleaning product supplier.

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## The Situation

**Him:** hey I've never seen you around campus

**Her:** yeah I usually come to class then leave

**Him:** oh okay, how is your semester going

**Her:** it's going good I can't really complain I'm just glad it's almost over

**Him:** yeah tell me about it I feel the same way

**Him:** do you have class in this building too?

**Her:** yeah actually I do

**Him:** oh okay what class do you—

**SFX:** Thump! (Guy walking into door)

**Her:** oh man! Are you okay?!

**Him:** yeah I think so... who knew that the door would look so clear!

**Her:** well, they must've cleaned it with Windex!

**Him:** too bad it wont help with this big bump on my head

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## The Song (it's a sunshine day tune)

My windows are streaky

My counters are grimey

But I think I found a cure!

(What is it now?)

Windex keeps my surfaces clean

I haven't found anything that cleans this mean

Oh!

Everyone's screamin'

Streak free shine!



Everyone's Lovin' the  
Streak Free shine!  
Everyone's buyin'  
Wi-n-dex!

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### **The Tag**

The Song:(it's a sunshine day tune)

My windows are streaky  
My counters are grimey  
But I think I found a cure!  
Da da da da  
Windex keeps my surfaces clean  
I haven't found anything that cleans this mean  
Oh!  
Everyone's screamin'  
Streak free shine!  
Everyone's Lovin' the  
Streak Free shine!  
Everyone's buyin'  
Wi-n-dex!

ANNCR: (pitch) Windex cuts through dirt and grime and leaves a streak free shine, every time! Purchase Windex now for all your cleaning needs at your local grocery store or cleaning product supplier.