



Duracell Power Forward

Gigunda and Duracell, Jan 1, 2013

Summary: 2013 Silver Anvil Award of Excellence Winner — Community Relations — Business Products.

Recently, the U.S. experienced a catastrophic natural disaster, Superstorm Sandy, which destroyed entire towns, homes and businesses, and left millions of people without power for weeks. Today, consumers are tethered to power for normalcy so power loss has a more paralyzing impact than ever before. Duracell was uniquely positioned to deliver much-needed power resources to several communities in need – and, they did. Through a multi-faceted campaign with consistent messaging (many other brands were criticized), meaningful sampling and power relief and unprecedented crowd-sourcing to provide power where it really was needed most, Duracell's program rallied communities, helping the Tri-State “Power Forward.”

Community relations includes programs that aim to improve relations with, or seek to win the support or cooperation of, people or organizations in communities in which the sponsoring organization has an interest, need or opportunity.

Full Text: SITUATION ANALYSIS

Over the last few years, the United States has experienced several natural disasters that have destroyed entire towns, leaving homes and businesses devastated and millions of people without power for days at a time. In today's world, where consumers are tethered to power for normalcy – from electricity to day-to-day communication—a loss of power has an even more paralyzing impact than ever before.

The desperate need for power during recent natural disasters prompted Duracell to provide a solution that the brand was uniquely positioned to fulfill. Starting with Tuscaloosa, AL and continuing to Missouri, New Orleans and Maryland thereafter, Duracell drove into the storm with a Power Relief Trailer, providing batteries, flashlights and charging stations to those without power. Not only did the stationary pop-up trailer become a hub for much needed product, it also served as a respite and community resource for relief information via TV broadcast connection and a place to connect with loved ones through satellite phones and WiFi.

This year, the Power Relief campaign took on both a new level of activation and a new meaning to people in the Northeast in the wake of **Superstorm Sandy**. It evolved into what is now called **Duracell Power Forward** – a nimble, fast-acting Rapid Responder truck and the re-branded, updated Community Center (formerly the Power Relief trailer) - the driving forces behind the **Power Forward program**. While many brands stepped into help, Duracell was one of the few commended by national media (*The New York Times*, *USA Today*), marketing community and consumers alike for its relevant and meaningful response to what was one of the worst storms to hit the Northeast. The magnitude of the storm was unprecedented and Duracell's response needed to be bigger than ever.

The brand was recognized in the media for its quick arrival to places in need, real-time responses via social media and consumer engagement on social media to determine areas of need. Just as important, was that the brand utilized an appropriate tone in communication while

some brands were accused of trying to capitalize on the Superstorm in a self serving way. Key influencers and celebrities such as NJ Governor Chris Christie, NYT Stuart Elliot, The Weather Channels' Jim Cantore and Fox Sports' Erin Andrews picked up the news of the Power Forward fleet and shared it with their social media networks.

The Rapid Responder was on the road and on-the-scene just as the storm was ending, outfitted with three tons of batteries to maneuver through rough roads while making multiple stops daily to devastated areas. Rolling out for the first time since its transformation, the Power Forward Community Center soon joined the Rapid Responder, serving as a safe haven for recharging, reconnecting and beginning the process of recovery. The Community Center resided in one fixed area and offered more cell phone charging lockers, satellite phones, computer stations and free Duracell products than ever before. It also was equipped with satellite television, streaming weather and news updates, which for many people was a luxury given that they hadn't seen the news in days.

In addition to the updated fleet of response vehicles, this activation leveraged social media in unprecedented ways – such as crowd sourcing on Facebook and Twitter for relief locations particularly in Staten Island, The Rockaways and Long Island.

The campaign was brought to life through a dedicated cross-country team (LA and NYC) who worked to stay afloat themselves as the NYC office and client team were impacted by the storm.

RESEARCH

Immediately following news of the magnitude of Superstorm Sandy, we set out to work closely with local officials - including FEMA - to collaborate and understand the immediate needs of the community. Careful planning and coordination of access to a vast inventory of batteries, and determining the location for setup needed to happen quickly to ensure the Power Forward program was deployed when and where it was needed the most.

We also utilized key learnings and consumer feedback from past activations to build an even stronger, more impactful relief response offering which led to the development of a dual-purpose fleet – the Community Center for greater service and the Rapid Responder, to quickly deliver batteries to areas in need.

PLANNING

Objectives

- 1) Amplify “trusted” brand equity by delivering relevant and meaningful power relief solutions to communities in the Northeast, during a time of critical need after Superstorm Sandy
- 2) Expand on previous power relief efforts, visiting more towns and touching more consumers in need than ever before
- 3) Leverage a wide variety of consumer touch points to spread awareness about relief locations (understanding the desired target audience was without TV/Internet but was looking for information on their mobile devices and/or was connected to friends and family who could relay information)

Strategies

The following strategic approach was executed:

- Expand and enhance current fleet of Power Relief vehicles to better serve an effort of this magnitude
- Leverage brand social community to identify and respond in a direct and meaningful way to consumer power needs in the Tri-State area
- Pitch and place coverage in national and local media to encourage awareness for relief

locations and increase battery donation breadth

- Partner with experiential marketing team and local relief organizations to drive awareness for the program and increase battery donation
- Leverage P&G's existing relationships with community leaders, government officials and charity organizations (as appropriate) to drive legitimacy, support and awareness as well as identify areas in their town in need of support
- Amplify campaign messages through relevant P&G owned social media channels

Tactics

- Worked alongside brand leaders to expand existing rapid response assets, to better meet the desires of communities and citizens in need
- Worked as an integrated team, with experiential partner agency (Gigunda) and brand ambassadors, who took to the road in rapid response; assisted in organizing trip details and fleet stopovers, provided media, sensitivity and program messaging
- Crafted targeted posts steeped in “trusted” equity for brand’s social media channels that both identified that we were on our way to help, and enlisted community to let us know where they needed us the most
- Served as primary social community management team, providing strategy and counsel on appropriate social “voice”, messaging and post timing; also organized and responded to posts/tweets from consumers, community leaders and media personalities
- Connected with and served as liaison to local officials to secure safety and weather information; partnerships included FEMA, United Way, etc.
- Swarmed the national, local and online media with information regarding our location and offerings, in hopes to spread the word and help as many victims as possible during each stopping point
- Leveraged P&G-owned social media channels, including: P&G Corporate, Tide, Era and Dreft, etc.

EVALUATION

- If you build it, they will come. **More than 10,000 consumers visited the Power Forward Fleet**
- More than **150,000 free batteries** were put into the hands of people who needed them to stay safer. An estimated **1,700 mobile devices were charged**, keeping victims connected to friends and loved ones, offering peace of mind for at least a short time
- The Duracell social channels were buzzing! The program generated over **5MM Facebook impressions with 62M post likes, 4M post shares and nearly 2M comments; majority of posts were positive** about the brand and PowerForward activation
- More than **3.7MM Twitter impressions, with nearly 600 #PowerForward Tweets** including one from **Governor Chris Christie** and one from **The WeatherChannel’s Jim Cantore, NYT’s Stuart Elliot** in support of the effort
- **One hundred percent of media coverage about the program was positive.** While many other brands were being covered in a negative manor for exploiting storm victims, Duracell was always discussed in the context of positive and meaningful brand extension work and was lauded for its delicate and conscientious messaging during this emotional time
- In just 2 weeks, the Power Forward campaign generated over **235 million media impressions** across a mix of traditional and social media. Top hits include:
 - The New York Times
 - USA Today
 - Today.com
 - “Anderson Live” with Anderson Cooper
 - “Extra”
 - “Entertainment Tonight”

- Yahoo! News
- FoxNews
- Mashable
- Forbes
- CNBC.com
- NJ.Com

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