

Altoids Strips

Problem

To reclaim its volume, Altoids needed to compete in the strips segment while facing the challenges of being a late entrant with a modest media budget of only 10% of their competitors.

Solution

Create buzz by using traditional and place-based forms of media in order to capitalize on a smaller budget.

Background

Altoids has been a leader in the breath freshener market in the U.S. since entering the market in 1996. Last year, they decided to extend their product line by joining the breath strips category.



Objective

Altoids' objectives were to reclaim its volume quickly and to expand Altoids brand equity into another breath freshener segment via Strips launch through OOH media. Altoids also wanted to reconnect with younger, trendsetting adults with a "Curiously Strong" experience that fit their social needs.

Strategy

Altoids' target demographic were trend-defining urban adults, primarily males, aged 18-24. In order to capture the attention of this young defined demo, the creative had to be catchy and compelling. Therefore, outdoor vehicles were used with intense Comic Strip creative. (Magazines, place-based weeklies, and internet advertising were used in addition to the outdoor.)

The outdoor creative was strategically placed in concentrated urban areas to surround the areas where the target demo lived, worked, and played. In addition, chose select locations in socially active neighborhoods around nightspots where the target group frequented. Altoids utilized traditional outdoor to deliver impressions and non-traditional outdoor to create buzz.

The budget was constrained to under \$2 million in 12 markets across the U.S. throughout June, July, and August—when the target was especially mobile.

Results

The results were phenomenal! After just four weeks of advertising, Altoids surpassed brand goals by claiming 16% share of the strips market (Nielsen data, 6/28/2003). The outdoor campaign secured only prominent/targeted locations in desired trendy areas, and the press noticed the Altoids Strips launch and its relevance to the young target. Thirty-one million impressions were generated through media coverage (Hunter PR, 2003).

