



Case Study:

Reckitt Benckiser Group: Mucinex

Year: 2022



This case study was prepared for the client Reckitt Benckiser Group to introduce the product Mucinex to Hispanic families by celebrating the real stories of Hispanics doing amazing things for the people in their communities. It was developed and designed by Casanova//McCann. In the Best Hispanic Cultural Insight category, it won gold.

Executive Summary:

Mucinex under-indexed among Hispanics but represented as much as \$40MM in long-term revenue growth if we could increase penetration and close the fair share gap. Yet, Mucinex wasn't relevant enough or as trusted as other staple brands in Hispanics households, and the iconic Mr. Mucus character kept the importance of wellness superficially in their eyes.

Conversing with Hispanic consumers, we found two key insights that would help us unlock cultural connection. First, physical health is just one aspect of a larger concept called bienestar where emotional and even spiritual health comes into play. Second, that they are more affected by how getting sick affects the people that depend on them, rather than themselves as individuals.

The Pandemic further reminded people of the role many unsung heroes play in our communities. This inspired us to introduce Mucinex via authentic stories of Hispanics doing their best to keep themselves, and more importantly, their communities, thriving. The red thread was the brand's powerful claim: #1 Doctor Recommended Cold and Cough brand. For a massive health brand typically focused on sales-driving communications, this campaign signals a shift toward cultural relevance and truly safeguarding the health and wellbeing of the diverse communities it sells to.

Definition of your challenge:

Guided by shopping behaviors, we identified bi-cultural moms 25-44 as our core target and quickly learned in research that although most were aware of the brand to some extent, it was just not resonating. Many recalled the brand's iconic Mr. Mucus and recounted multiple commercials, but ultimately waved off the brand as it was not leaning into the importance of wellness enough. Data also showed that Hispanics were even more likely to have gotten the flu than their Non-Hispanic counterparts, some getting a cold multiple times a year. Yet, they would default to Vicks, Advil and Tylenol, all trusted household names with built-in communication legacy both in the US, and in their countries of origin. For Mucinex, that meant they had to win the trust of the Hispanic community by introducing the brand in a much more meaningful way.

The Key Insight & Strategy:

We focused on two truths. Firstly, to Hispanics, the notion of being "healthy" is a holistic concept that encompasses not just the health of the physical, but also their emotional, spiritual, and social realities. All those elements combined contribute to one's well being or "bienestar". Secondly, that Hispanics intrinsically realize and internalize the effects of what being sick means for the people around them. The people they care for and who depend on them. With these two forces at play, it was evident that the health of the individual is directly connected to the overall wellbeing and bienestar of the community, which became our North Star.

Execution:

Recognizing that Hispanics heavily rely on personal recommendations and peer testimonials when evaluating products, we decided to authentically introduce the brand by celebrating the real-life stories of Hispanics doing amazing things for the people in their communities. We launched the "Our Community Needs You Well" campaign across 2 phases:

Phase 1: To start building trust, we went for the heart. We identified 3 heroes, Martha, Christian and Yasmin, and got to know them while capturing documentary-style long-form films revealing their emotional stories. We debuted all videos during Hispanic Heritage Month, supported by social media drivers, a dedicated landing page on the Mucinex website and media outreach featuring their causes and the work they do for their community. Mucinex further showed their support by donating supplies and funds to each hero's cause to help extend their impact.

Phase 2: We then shifted gears and focused on driving awareness and consideration by empowering the community to stay well with Mucinex's powerful efficacy claim: "Trusted by doctors and trusted by our community". Social media, online video and audio all drove to the Mucinex e-commerce site to incentivize purchase. To further help build trust and consideration we also partnered with Dr. Mauricio Gonzalez, who credibly communicated the benefits of the brand in both English and Spanish media, as well as through his channel with social content.



Results:

It took close to 2 years to validate and gain buy-in, but with data, research, patience and true partnership, we established a new precedent and opened the door to future efforts. The campaign was conceived as a long-term initiative, and first year results showed that our campaign already helped increase brand penetration with Hispanics by +25% vs. prior year. This was the highest % change across all demo splits (i.e. white/Caucasian, Asian, Black/African American, Hispanics for Mucinex in 2021).

Industry Impact:

The campaign established at an executive leadership level the importance of addressing an otherwise overlooked population. The initiative provided us with an opportunity to prove the business case, examine the sales growth potential, and educate a major marketing organization that had otherwise resorted to one-off efforts or direct translations, the value of culture-driven work. Furthermore, it showed the value and impact of addressing the needs of an underserved population. The campaign is currently proudly featured on the Mucinex English home page and articulates the brand's meaningful commitment to the health and wellbeing of the community beyond relieving cold and flu symptoms.

