Irish Spring: Expanding What Customers See

CLIENT COMMUNICATION PLAN

Prepared for the Director of Communications



TEAM 142

Piper Davis, Bohan Xu, Olivia Tesi, Isaac Graham,
Kyle Ames, Jacob Buggie

Agenda

1. ..... Situation, Background, Analysis
2. ..... Recommendation 01
3. ..... Recommendation 02
4. ..... Timeline
5. ..... Budget
6. ..... Key Performance Indicators
7. ..... Conclusion

Meet the Team



Isaac Graham

01



Piper Davis

02



Kyle Ames

03



Olivia Tesi

04



Bohan Xu

05



Jacob Buggie

06

01 Irish Spring can communicate value beyond the shower

SITUATION

- Irish Spring is not marketing toward a larger customer base.
- Expanding its audience will attract new customers.
- Reaching more customers creates an opportunity for additional revenue.

"Timeless heritage rooted in legendary freshness"

Uses beyond personal hygiene:

Nuetralize Odors
Stop Moths
Fishing Bait
Garden Protection
Repel Outdoor Pests
Shoe Freshener

Source: Southern Living

02 An opportunity to reach a broader audience

BACKGROUND

Colgate-Palmolive is in the Home Cleaning industry

Fabuloso AJAX AXION

Irish Spring markets only as a personal hygiene product

Irish Spring sells 12 Body Wash products and 10 bar soaps. The most they market is a **5-in-1** body wash.



Source: Colgate-Palmolive, Irish Spring, PRN

AUDIENCE OPPORTUNITY

CURRENT

Long-Time users, New targeted Gen Z consumers

New marketing campaign targets Gen Z consumers, using scent as the driving factor.

POTENTIAL

Consumers for multi-function soaps

Housewives, Fishers, Gardners

OPPORTUNITY

Expanded Customer Base

New customer bases will drive up revenues, and create profit.

PLAN Influencer campaign Website hub Implementation

03 Expanding the brand's appeal can create new value

ANALYSIS

Necessity for expanded Customer Base

Reaching new customers could increase **brand awareness**, **loyalty**, and **revenue**, while strengthening Irish Spring's position as an everyday freshness brand.

Dr. Bronners 18-in-1 soap

The blog post in mid-2021 brought **attention to the full capabilities** of the product. Revenue in 2021 was **$169 million.** Compared to 2022 revenue of **$190 million** means a growth of **$21 million** in revenue.

Consumers look online before purchases

Launch an **influencer campaign,** create a **website hub**, and execute a **phased implementation plan** to communicate Irish Spring's value beyond the shower.



Source: Dr. Bronners, Salsify

PLAN Influencer campaign | Website hub | Implementation

04 Influencers can demonstrate validated uses





MESSAGE AND CHANNEL

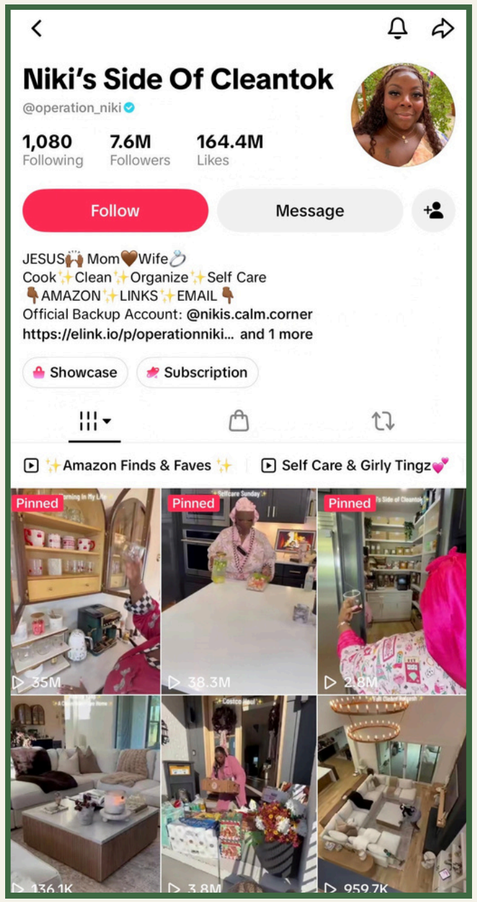
Consumer

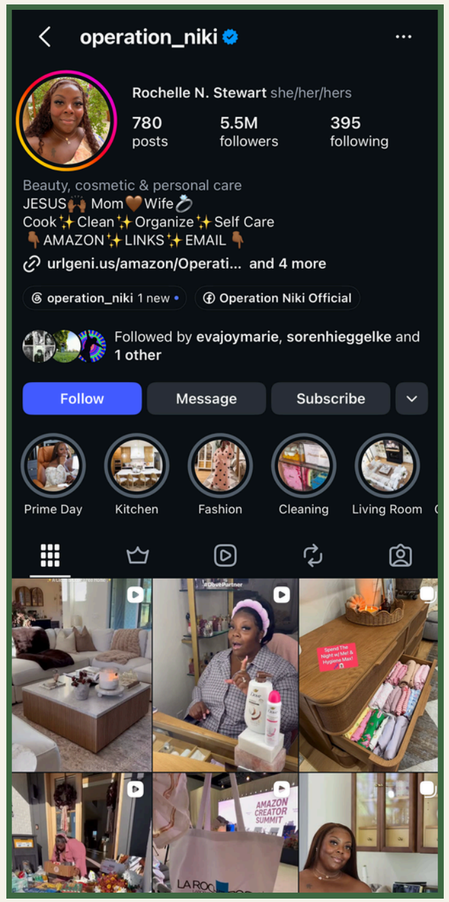
#MoreThanAShower

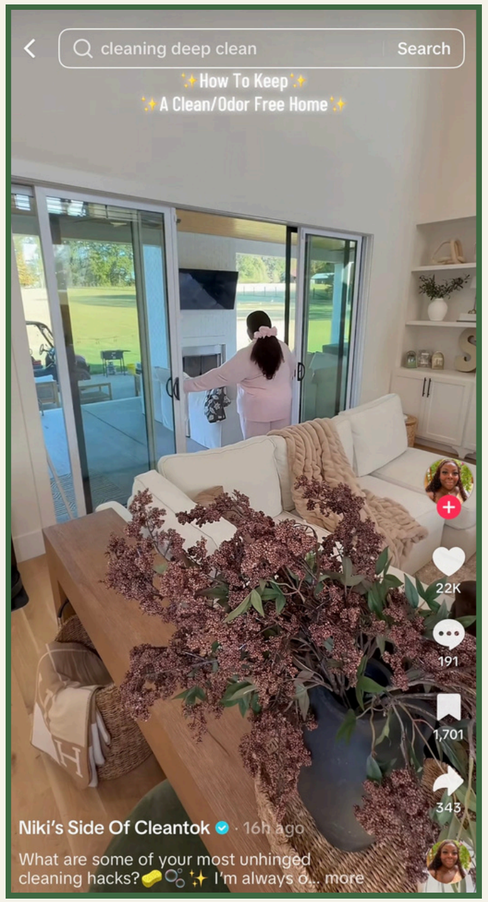
TikTok, Instagram Reels, Youtube Shorts, & Facebook Posts

Adams, P. (2022, April 13). Irish Spring looks to wash away 'gamer funk' with shower pod. Marketing Dive. https://www.marketingdive.com/news/irish-spring-gamer-shower-pod-FaZe-Clan/622047/
OpenAI. (2026). Influencers demonstrating different uses for Irish Spring soap beyond personal hygiene [AI-generated image]. ChatGPT.

05 Influencers can demonstrate validated uses

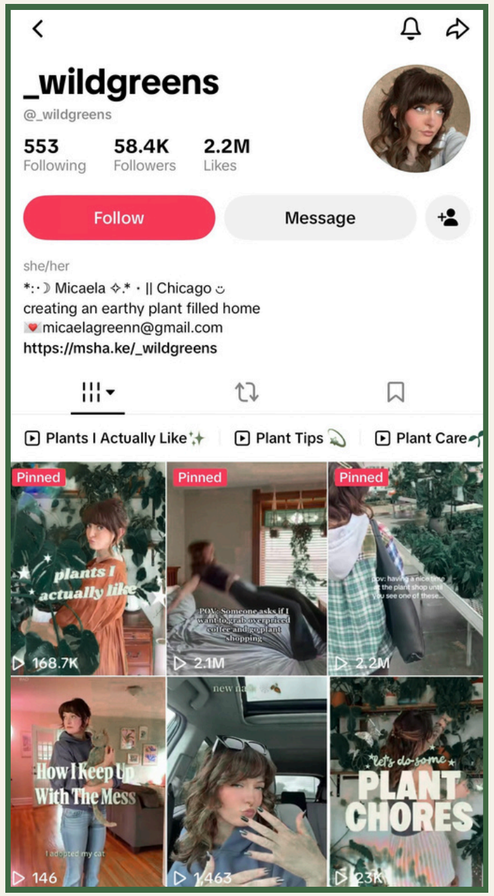


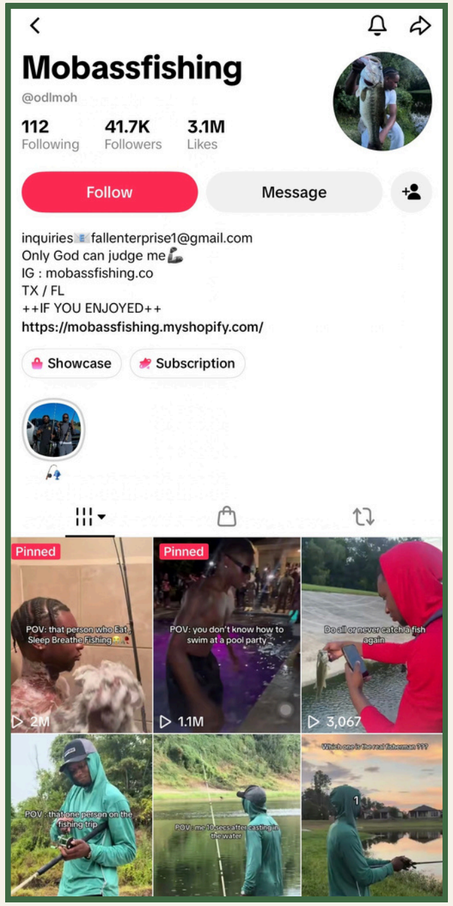


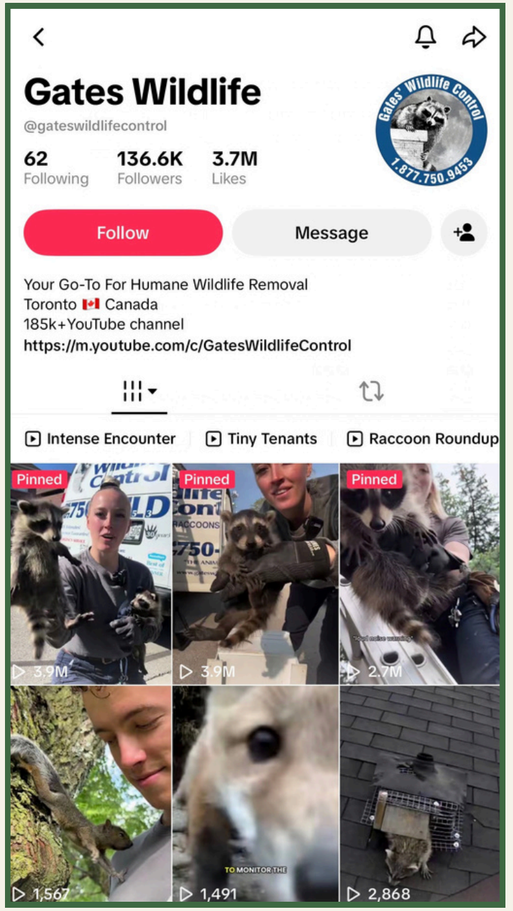




06 Influencers can demonstrate validated uses







07 A website hub can explain validated uses

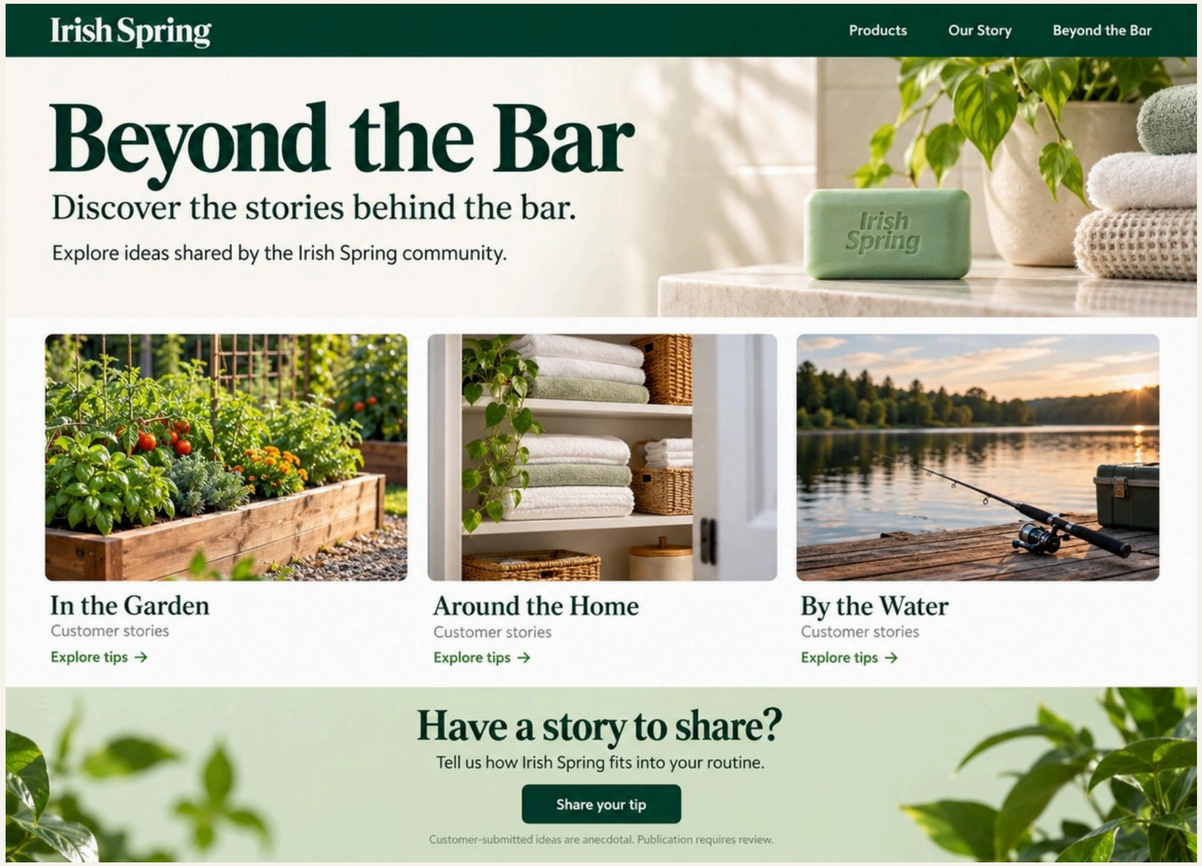
MESSAGE AND CHANNEL

Audience: Customers who only use it in the shower

Message: "More than a shower bar. See what fans do with it."

Call to action: Explore the uses.

Why it works: most customers don't know these uses exist.



Model: Dr. Bronner's instructional blog (launched 2010) (OpenAI, 2026a)

08 A phased rollout connects creator content to Beyond the Bar

1	**Plan**	Weeks 1–2	Confirm creators, page scope, and customer tips
2	**Create**	Weeks 3–4	Build the page and form; develop creator content
3	**Prepare**	Week 5	Review instructions, test the page, and set up tracking
4	**Launch**	Weeks 6–10	Publish the hub, then release #MoreThanAShower content
5	**Evaluate**	Weeks 11–12	Review visits, submissions, engagement, and available sales data

Proposed 12-week pilot

09 A $502K pilot tests the plan before Irish Spring scales up

TOTAL PILOT INVESTMENT

$502,000

Cash investment over 12 weeks

+ about 96 hours of existing staff time (≈ $6,200 in-kind at the median PR-manager wage; BLS, 2024)

COST ITEM	ESTIMATE	BASIS
Influencer campaign	$460,000	Creators $225K + paid social $150K + production $50K + mgmt $35K Rates: Acurrate (2026); allocation: Influee (2026)
Website hub	$2,000	40 hrs × $50/hr, top of the $15–$50 range (Upwork, 2026)
Measurement	$15,000	Social analytics tools, 3%
Contingency	$25,000	5% reserve for missed or off-brand posts (Influee, 2026)

Influee. (2026). Influencer marketing budget: How much should you spend in 2026? Influee. U.S. Bureau of Labor Statistics. (2024). Occupational employment and wage statistics, May 2023: Public relations managers. BLS. Upwork. (2026). Web developer hourly rates. Upwork. Jaffrey, N. (2026). How much does influencer marketing cost? Acurrate.

10 KPIs can show whether the communication plan works

OUTCOME	MEASURE	TARGET	EVALUATION
Influencer campaign	**Use awareness** % naming one validated use beyond the shower	**+10 percentage points** vs. prelaunch by Week 12	**Audience surveys** Before launch + Week 12
Website hub	**Guide exploration** % of hub sessions that open a use guide	**At least 40%** of website sessions by Week 12	**Google Analytics 4** Weekly reporting Week 12 evaluation

Owner: Communications Director + analytics team

Week 12: Expand if both targets are met. Otherwise, refine and retest.

AMEC. “Integrated Evaluation Framework.” AMEC, https://amecorg.com/amecframework/. Accessed 11 Oct. 2026.

11 Conclusion: a pilot can test broader value while protecting trust



Influencer Campaign

#MoreThanAShower shows validated uses beyond the shower



Website Hub

Beyond the Bar explains the uses and collects customer tips



12-Week Pilot

$502K to test the plan, then expand if both targets are met

Approve the $502K pilot so Week 1 planning can begin. Expand at Week 12 if both KPI targets are met.

Sources: Team 142 timeline, budget, and KPI slides; Influee (2026); AMEC Integrated Evaluation Framework.

References

Adams, P. (2022, April 13). Irish Spring looks to wash away ‘gamer funk’ with shower pod. Marketing Dive. https://www.marketingdive.com/news/irish-spring-gamer-shower-pod-FaZe-Clan/622047/

AMEC. (n.d.). Integrated evaluation framework. https://amecorg.com/amecframework/

Colgate-Palmolive. (n.d.). Our brands. https://www.colgatepalmolive.com/en-us/brands

Irwin, P. (2021, April 13). One mighty soap—18 uses! Dr. Bronner’s Ireland. https://drbronner.ie/blogs/news/one-mighty-soap-18-uses

Jaffrey, N. (2026, October 5). How much does influencer marketing cost? Acurrate. https://www.acurrate.com/influencer-marketing-cost

Locker, M. (2026, January 22). 7 surprising household uses for Irish Spring soap. Southern Living. https://www.southernliving.com/uses-for-irish-spring-soap-11706239

OpenAI. (2026a). Beyond the Bar: Irish Spring website mockup [AI-generated image]. ChatGPT. https://chatgpt.com/

OpenAI. (2026b). Influencer total campaign budget [AI-generated image]. ChatGPT. https://chatgpt.com/

OpenAI. (2026c). Influencers demonstrating different uses for Irish Spring soap beyond personal hygiene [AI-generated image]. ChatGPT. https://chatgpt.com/

Orel, K. (2026, April 15). Influencer marketing budget: How much should you spend in 2026? Influee. https://influee.co/blog/influencer-marketing-budget

Upwork. (n.d.). Web developer hourly rates. Retrieved October 11, 2026, from https://www.upwork.com/hire/web-developers/cost/

U.S. Bureau of Labor Statistics. (2024, April 3). Occupational employment and wage statistics, May 2023: 11-2032 public relations managers. https://www.bls.gov/oes/2023/may/oes112032.htm

Index

01 Cover

02 Agenda

03 Meet the Team

04 Background

05 Situation

06 Analysis

07 Recommendation 01

08 Recommendation 01 (Continued)

09 Recommendation 01 (Continued)

10 Recommendation 02

11 Timeline

12 Budget

13 KPI

14 Conclusion

15 References

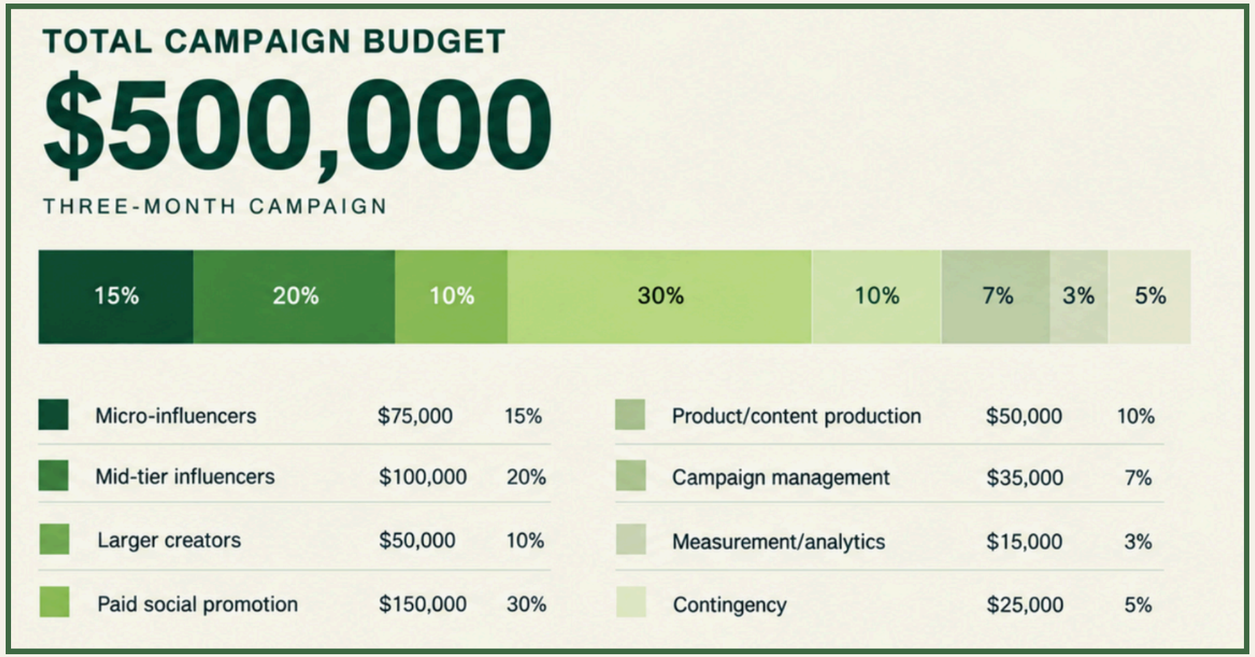
Budget detail: how the $502,000 pilot was built

Backup for Q&A. Creator-campaign lines match the $500,000 allocation in Recommendation 01; the website hub and staff time are added on top.

COST ITEM	CALCULATION	CASH	SOURCE / BASIS
Micro-influencers	15% of creator campaign	$75,000	Recommendation 01 allocation
Mid-tier influencers	20% of creator campaign	$100,000	Recommendation 01 allocation
Larger creators	10% of creator campaign	$50,000	Recommendation 01 allocation
Paid social promotion	30%: boost best-performing posts	$150,000	Influee (2026): 30–50% of spend to amplification
Content production	10%: video shoots, editing, samples	$50,000	Recommendation 01 allocation
Campaign management	7% of creator campaign	$35,000	Influee (2026): agencies charge 15–30%; in-house is lower
Social analytics	3%: platform and dashboard tools	$15,000	Influee (2026): tools $200–$1,000 per month
Website hub	40 hrs × $50/hr	$2,000	Upwork (2026): web developers $15–$50/hr
Contingency	5% of creator campaign	$25,000	Influee (2026) sample budget reserves 4%
Total cash investment	Sum of items above	**$502,000**	12-week pilot; expansion decided at Week 12
Existing staff time (no new cash)	8 hrs/week × 12 weeks = 96 hrs × $64.79/hr	**≈ $6,220**	U.S. BLS OEWS May 2023: PR managers median $64.79/hr

Influee. (2026). Influencer marketing budget: How much should you spend in 2026? https://influee.co/blog/influencer-marketing-budget U.S. Bureau of Labor Statistics. (2024). Occupational employment and wage statistics, May 2023: Public relations managers (11-2032). https://www.bls.gov/oes/2023/may/oes112032.htm Upwork. (2026). Web developer hourly rates. https://www.upwork.com/hire/web-developers/cost/ All figures are planning estimates, not vendor quotes.

Influencers can demonstrate validated uses - Financial Breakdown



What creators charge, measured

TikTok creators can publish a rate on TikTok's creator marketplace. We read the published rates of 302 creators who list one in US dollars. These are their own asks, not estimates.

FOLLOWERS	CREATORS	MEDIAN PER POST
10k–50k	47	$100
50k–100k	14	$250
100k–500k	128	$250
500k–1M	13	$1,000
1M–5M	90	$750
5M+	10	$15,000

Jaffrey, N. (2026, October 5). How much does influencer marketing cost? A 2026 budget, line by line. Acurrate. https://www.acurrate.com/influencer-marketing-cost
OpenAI. (2026). Influencer Total Campaign Budget [AI-generated image]. ChatGPT.

Irish Spring x FaZe Santana





April Fools!!

“Nice-Smelling Gaming Shower”

How Dove Expanded Its Customer Base and Increased Growth

KEY TAKEAWAY | Dove grew beyond its original soap market by entering adjacent personal care categories.

DOVE'S STRATEGY

From soap to a wider routine

Dove began with its beauty bar and expanded into:

- Body wash
- Deodorant
- Hair care
- Men’s grooming
- Baby care

One brand, more purchase occasions

RESULTS

Why expansion matters

- Reaches more consumer segments
- Increases visibility across store aisles
- Creates additional revenue streams
- Encourages repeat purchases across categories

More categories, more ways to grow

OPPORTUNITY FOR IRISH SPRING

Adjacent categories to explore

- Men’s deodorant
- Body spray
- Hair care products
- Skin care products
- Specialty body wash lines

Build from existing brand recognition

STRATEGIC INSIGHT

Irish Spring could extend its trusted soap-and-body-wash identity into related personal care categories.

Why an Influencer Campaign Can Rebuild Trust & Drive Growth

Why It Fits Irish Spring

After the 2022 formula change, many consumers shared negative reactions online. An influencer campaign allows Irish Spring to put the product back into consumers' hands and generate authentic reviews from trusted voices.

Why This Matters for Irish Spring

- Influencers provide third-party credibility that traditional advertisements often lack.
- Product demonstrations can show consumers how Irish Spring performs after the formula update.
- User-generated content creates social proof and encourages trial purchases.
- Influencer reviews can help shift conversations from past criticism to current product experience.

Evidence Supporting Influencer Marketing

69%
of consumers trust influencer recommendations.
(meltwater.com)

49%
of consumers depend on influencer recommendations when making purchasing decisions.
(meltwater.com)

58%
of consumers have purchased a product because of an influencer endorsement.
(bbbprograms.org)

66%
of brands reported that creator content generated more ROI than traditional digital advertising.
(creatoriq.com, netinfluencer.com)



Source: Meltwater, BBB, Creatoriq