

Calgon

www.takemeaway.com



Situation

Coty Inc. was ready to reinvent their Calgon Bath, Body & Home image to include a young adult and teen market, without losing the loyalty of current consumers.

Objectives

Increase brand recognition and expand market base while still remaining appealing to current consumers.

Strategies

Create a community that serves as a girl's guide—a place to give and receive advice or tips, a place that is inviting to mentors and students.

Utilize viral marketing tools, traffic driving features, and visitor authored content to keep site fresh and "sticky"

Results

A site that receives 700,000+ hits each month and was a featured presentation at the ThunderLizard Web Convention.

Roles

- Creative Concept
- Copywriting
- Content Calendar
- Market Research
- Site Architecture
- Application Modeling
- Update Coordination



Dear Calgon,

In the past I've had great boyfriends, and usually when one relationship ends I find a new guy easily. But it's been six months since I have had a boyfriend or even a crush and I am feeling so lonely that sometimes I cry myself to sleep. I'm looking for a guy that really wants to make something out of a relationship, somebody to be there for me to cuddle with or tell me things are fine when I'm having a bad day. What do I do to stop myself from being so lonely?

-Lonely for Love

Dear Lonely—

The only thing worse than feeling totally lonely after a breakup—and all of your friends offering up cliché advice like, “Guys are like highway exits—there's always another,”—is wondering how many miles you'll have to travel until that next exit ramp appears.

It sounds like you won't be traveling the lonesome one-lane highway forever though—chances are you're just growing and getting up to speed so that you can merge onto the relationship superhighway. 'Cuz let's face it, when we're young most of us are attracted to qualities in guys that go about as deep as a highway mirage—superficial stuff like being on the football team, how he wears his hair or who his friends are. And when you're looking just on the surface, there's probably a guy at every stoplight that could become a new crush or potential boyfriend.

But you reach a point where you just don't want a new guy—you want the **right** guy. Think about it, who wants to stop at the rest stop that has an outhouse when you can stop at one that has running water and a groovy roadside diner? But keep in mind that you may have to drive a little further and plan ahead.

So start your planning! Hit the road and start exploring your interests, like volunteering, learning a new language or joining a co-ed intra-mural team. You can meet guys that already have a common interest and you're doing something to make **yourself** stronger, happier and healthier—a very attractive combo. Even though the old adage says "you find love when you're not looking," it doesn't hurt to place yourself in the right place—and plus, next to a Spring Break Road Trip with the girls, it's the best way to beat being lonely.