

A close-up, profile view of a young boy with short, dark hair. He is looking towards the right of the frame with a slight, thoughtful expression. The background is blurred, showing hints of an outdoor setting with greenery and a blue structure.

Care Counts™
a story of data and humanity

Whirlpool®  JAY CHIAT AWARDS

Summary

1 in 5 children in the US struggles with access to clean clothes, which in turn affects their school attendance. In 2016, Whirlpool launched the Care Counts™ program, a commitment to helping impacted children by installing laundry equipment in schools within low-income areas.

Care Counts™ proved how a simple act of care like laundry can boost a child's self-esteem and their ability to succeed. Ninety percent of the students who were part of the Care Counts™ program significantly improved their school attendance.

Whirlpool is continuing to support the expansion of the Care Counts™ program across America – more schools, more children, more impact – due to its success and clear demonstration of brand purpose.

This inspiring 'marketing for good' story highlights the contribution of planners at every step in the journey, using a wide range of planning and research skills. It's an example of how data can be used not only to arrive at a great insight, but to power a campaign in execution too.

To date, Care Counts™ has won many creative and effectiveness awards, including a Cannes Lions Grand Prix, but the most impressive part of the story is how the campaign is changing lives.

Summary word count: 197 words



Leading with purpose, powering with data

In this case study we'll discuss how inspired planning led to a data-led strategy for a data-powered idea that put Whirlpool's insightful new brand purpose into action. The result of which is a program that's improving the lives of school children across America.

While the discovery of a key data point led planning to the insight, the real evidence of data and humanity working together is in the program itself. Innovative data collection techniques and academic-standard analysis make the cornerstone of this transformational brand act, and is how we've been able to spread a message and help lives far and wide.

As data also proves, this was no fleeting stunt for a quick hit of publicity or industry awards. It was a purpose-led intervention that is still making a difference in the world.

But before we get into the specifics of the program, it is important to begin with the story of how and why planning led the way to a new brand purpose for a struggling home-appliance brand. After all, this was and still is the north star for everything we do on the brand, and what helped planning arrive at Care Counts™.



Re-humanizing a lifeless category

The durables category was increasingly awash in a sea of cold metal boxes, with little to separate one brand from another. In 2014, it was clear the brand had to change course, so it launched the new Every day, care® campaign platform.

Planning grounded the strategic approach to the campaign around this insight: **“Behind every chore is an act of love.”**

It’s an insight planning arrived at after hearing people complain about suffering through thankless everyday chores such as cooking, cleaning, washing and drying. Meanwhile, in the same sentence, noticing unwavering conviction about why they do them: love.

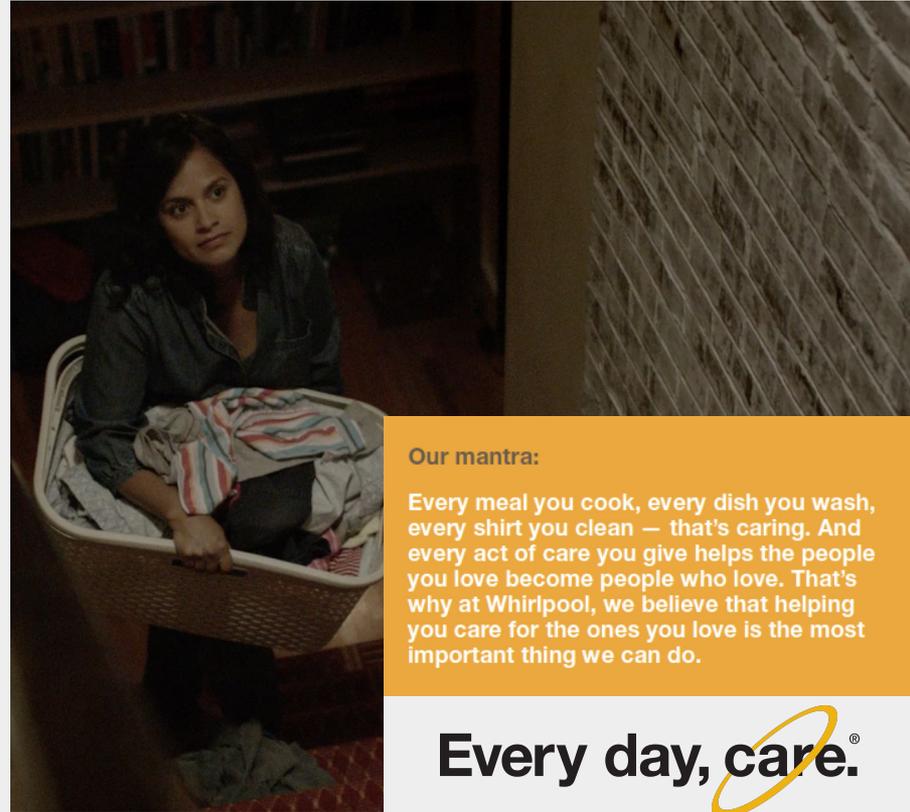
It led to a new campaign that demonstrated powerful empathy and emotionally connected with people, while the competition continued to out-boast each other on new tech bells and whistles.

It meant that, ultimately, Every day, care.® was founded on 2 things:

1. Whirlpool’s belief that **the simple sacrifices we give, day in day out, have the power to change the world, and**
2. Stemming from that belief, Whirlpool’s new purpose to **help families thrive.**

The creative output from this strategy helped Whirlpool connect with people again, leading to a **22% lift in brand preference**, a **33% lift in brand consideration 1** and a **6.3% gain in market share.**²

But this case isn’t about how we helped profit in need, it’s about how we helped people in need.



Our mantra:

Every meal you cook, every dish you wash, every shirt you clean — that’s caring. And every act of care you give helps the people you love become people who love. That’s why at Whirlpool, we believe that helping you care for the ones you love is the most important thing we can do.

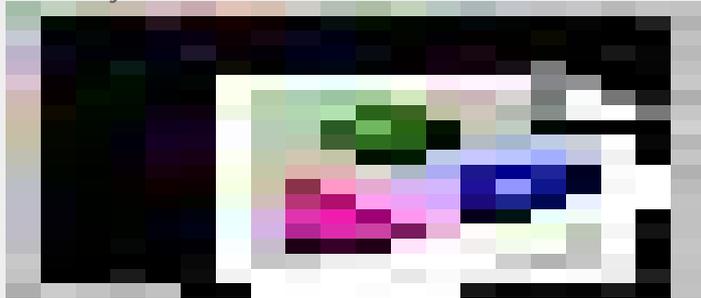
Every day, care.®

Broadcast & Digital Video



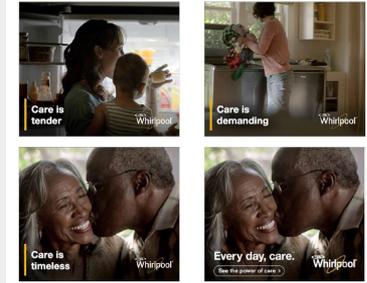
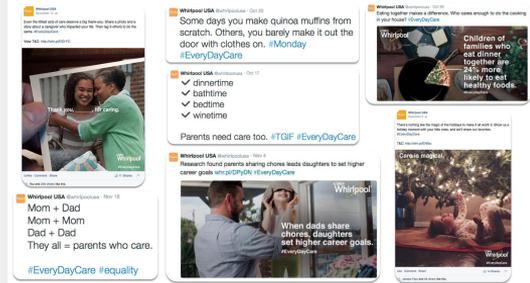
Everything in the Every day, care.® campaign focused on the often overlooked and underappreciated daily acts of care. Our TV commercials showed the imperfect realities and rewards of care, with stories centered on the daily acts of cooking, washing, and cleaning.

Grammy's Activation



We launched an activation that put caregivers at the heart of the Grammy's, celebrating another facet of care – music. Our Care is Musical contest asked consumers to sing a cover of "You are My Sunshine," the Every day, care® theme song, and to dedicate it to someone they love.

Social & Digital



Our social media strategy encouraged our audience to reframe daily chores as acts of love and explored the way care benefits families and society. From equity to product, all digital content was grounded in moments of care, and showcased how Whirlpool helps people care for their loved ones.

Perceptions of Care Mini Documentary



Every day, 26.1 million Americans care for both children and aging parents in one home. And it's all too easy for families to take jobs like cooking, cleaning, and caring for granted, so we gave one woman the chance to see just how much her care counts.

Actions speak louder than words

The idea launched with an integrated campaign that included a range of beautiful films celebrating the real reason we endure such sacrifice: love and compassion. But we knew we could and should go further. With the campaign launched, the planning process switched gears:

Planning went FROM asking **what's the message?**
TO asking **what's the matter?**

Inspired by the belief that care can change the world, and guided by our purpose to HELP FAMILIES THRIVE, planning went in search of hard evidence of how acts of care benefited society.

Planning found that family dinners improve children's vocabulary; sharing chores turns kids into better citizens in later life; and couples who 'share the load' are happier.

But it was only when we shifted focus to look at where and when care was absent that we got closer to finding where the brand's purpose could be put into action.

Planning arrived at the insight for Care Counts™ from news articles and education authority reports on the problem of school truancy in poverty-stricken areas. We suddenly knew where our purpose could make a real difference: going beyond good advertising to action for good.

Small data, big insight

Our investigation revealed that, in many families across the United States, the ability to care through basic domestic tasks was hindered by the lack of means to carry them out. One area this was most evident: the simple act of laundry.

Planning discovered stories of disadvantaged students missing school just because they didn't have any clean clothes to wear. And, in some cases, teachers were doing the laundry for the students themselves.

As planners, ambiguity is the enemy, so we sought to quantify this issue. We commissioned a survey of 600 teachers across the US.

The findings were shocking: **1 in 5 children struggles with access to clean clothes and thousands miss school every day because of it.**³

Of course, the reported consequences of truancy are less surprising. Kids who miss school are **7 times more likely to eventually drop out.**

And those who drop out have a **70% higher chance of unemployment, 70% higher chance of needing welfare, and are 8 times more likely to end up in prison.**^{4,5,6}

With this 'small data' planning found a big insight and posed it as a question and challenge to an integrated team of creatives, technologists and data experts:

**Could the simple act of laundry make or break a child's future?
If so, how can Whirlpool help affected families thrive again?**



3. Clean Starts National Omnibus Survey 2016

4. Bureau of Labor Statistics: <http://www.bls.gov/news.release/empsit.t04.htm>

5. U.S. Census 2015, <https://www.census.gov/newsroom/press-releases/2015/cb15-97.html>

6. Fight Crime: Invest in Kids, "School or the Streets: Crime and America's Dropout Crisis," 2008

Care Counts™: proof of purpose

We designed and launched the Care Counts™ Laundry Program - a real-life, documented experiment on the power of care; in this case, the effect of clean clothes on student absenteeism.

We enlisted the aid of Dr. Richard Rende, PhD, a developmental psychologist from Brown University, to ensure our data collection, analysis, and conclusions were scientifically sound.

The program began with teachers and administrators in 17 schools across the country, who identified their students most in need to participate in the program. We installed specially modified washing machines and dryers in the school buildings, each fitted with a data-collection device that was designed and developed to record loads of laundry and attribute each wash to individual students.

The data collected on laundry usage was correlated with attendance and performance data for each child. We also asked teachers at each school to periodically complete a simple survey on student attitude and engagement changes.



Marketing for good is good business

In the first year of the program, Care Counts™ washed over 2,300 loads of laundry in 17 schools. ⁷ The results are staggering:

- 90% of the students saw a significant increase in attendance
- 95% of students were more motivated in class⁸
- 89% of students improved their classroom participation⁸
- 95% of students were more likely to participate in extracurricular activities⁸

The analysis of the data had revealed that students were in school an average of 6.1 more days than the previous year, and “at-risk students” who had missed more than 10 days in the previous year saw an increase in attendance of almost two weeks⁷.

Due to the success of Care Counts™, over 1000+ schools in all 50 states have expressed interest in the program. Care Counts has even sparked the interest of government and education officials, including the Department of Education and the National School Board.

Year 2 of the program (2016/17) has expanded to 30 additional schools. And on May 1st, 2017 Whirlpool partnered with ‘Teach for America’ to expand the program in the 2017/2018 school year to the cities of Los Angeles, Chicago, Atlanta, and New Orleans.

As of writing this paper, the Care Counts™ Laundry Program is changing lives in nearly 60 schools. Meanwhile, the effectiveness of the campaign itself has been acknowledged with multiple Effie awards and the Creative Data Gand Prix at Cannes in 2017.



7. Care Counts™ tracked data for the 2015-2016 school year

8. As reported by surveyed teachers participating in the program

Aol.

Clean Clothes Linked To Higher Attendance In Fairfield Schools

A local Fairfield school bought a washer and dryer to do kids laundry at school.

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Whirlpool installing washer, dryer in schools to try and boost attendance

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Schools Improve Attendance By Installing Laundry Facilities

Why did this work?

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Whirlpool aims to improve school attendance by providing students with access to clean clothes

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Schools find one simple answer to attendance problem: washing machines

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Washing Machines At School Lead To Better Attendance

HUFFPOST



GOOD NEWS (6/16/2016 09:57 am ET) Updated Aug 16, 2016

School Does Laundry For Kids Who Miss School Simply Due To Dirty Clothes

And it worked!

Care Counts™ School Laundry Program Exposes Link Between Clean Clothes and Attendance

PR Newswire August 1, 2016

The purpose of Planning

The strategist is required to wear more hats than ever as they carry out planning in ever-more scrappy and nimble ways. This case proves that that kind of planning was instrumental to Care Counts™ by:

1. Helping put a brand back into growth by distilling a core problem and finding a new narrative, allowing it to break away from a harmful new category orthodoxy.
2. Defining a purpose in that narrative - one which not only felt right strategically but inspired the creative process to yield outstanding work behind that.
3. Opening up the opportunity for the brand to demonstrate purpose, not just in what it said through advertising, but what it could do for good in the real world.
4. Using a range of research techniques to connect multiple data points into a unique insight and compelling story that sparked creative opportunities.
5. Co-designing an experiment by collaborating with different experts, from creatives, analysts, academics, technologists, and education professionals.

Put simply, Care Counts™ could only happen because of the planners' ability to blend timeless skills with new skills in data. As has been proved in this case, data isn't replacing a need for empathy in strategy, it's helping it and will hopefully continue to help us develop more work grounded in humanity in the future.





Total word count : 1457 words

care counts[™]
BY WHIRLPOOL