effie Awards Australia

2026
Case Study



Entry ID Number
1530

Agencies
VML Australia

Client
Windex / SC Johnson

Title
Windex Fast Shine Foam Launch

Category
A05. Other Consumer Goods

Author
Alison Tilling
Chief Strategy Officer
VML Australia

Advertising Council Australia | Marketing Association of Australia | Google

© This case study is the property of Advertising Council Australia (ACA) and protected by copyright and intellectual property laws throughout the world. The case study can be used for personal reasons only and should not be reproduced, distributed, sold or published without the express approval of ACA. Any educational facility interested in using the case history for educational purposes should contact effies@adcouncil.org.au

Q1. EXECUTIVE SUMMARY & WHY DOES THIS CASE DESERVE AN AWARD?

Windex was Australia's #1 glass cleaner but relatively unknown to the younger generation still forming households. By early 2025, the brand had declined -6.2% RSV and -1.22 market share points. The problem was a lack of perceived relevance. Millennials and older Gen Z viewed Windex as their parents' cleaner and defaulted to basic all-purpose cleaners for every surface, including glass.

We needed to drive trial for a genuine product innovation: *Windex Fast Shine Foam,* Australia's first foaming glass cleaner, while also recruiting a new generation of Windex buyers before the brand's ageing perception became irreversible, and to avoid just switching existing buyers from the standard glass cleaner.

The insight that unlocked the task at hand connected two key observations. Firstly, foam was already a phenomenon in adjacent categories and trending on TikTok, and secondly, the product's genuine functional superiority, was a direct antidote to the FOMO effect, for those wanting products that get the job done quickly so they can get back to living life.

The creative platform **'Get Foam. Not FOMO**.' fused cultural insight with functional benefits and an emotional mechanic native to the 22-44 audience.

The strategy was social-first, creator-led, and retail-closed. Creators demonstrated the foam benefits in genuinely satisfying content, showing a product worth talking about. Snapchat content put the experience in the audience's hands before shelf. BuzzFeed's FOMO-native formats deepened engagement. OOH and retail media intercepted and converted shoppers at the final moment.

On a total investment of $768,000, against competitors spending up to 2.4 times more, every objective was exceeded: +3.8 market share points (target +3.0pts), 54,038 units sold – ahead of targets set, 65.8% new-to-segment buyers, 40,000 new Windex households recruited, and +15.1% total Windex RSV, reversing a multi-year decline.

(For this campaign, 'younger Australians' refers specifically to Millennials (aged 28-44) and the older half of Gen Z (aged 22-27).

Why does it deserve an award?

Against competitors spending significantly more, a $700K integrated campaign reversed multi-year brand decline, recruited 40,000 new younger households, and delivered +3.8 share points, with near-zero cannibalisation of 0.55% against an industry NPD norm of 40-60%.



© 2026 Advertising Council Australia

Q2. WHAT WAS THE STRATEGIC COMMUNICATIONS CHALLENGE?

Category Context: A Leader Losing Its Grip

Windex had long been Australia's dominant glass cleaning brand. But dominance on a shelf doesn't guarantee relevance in culture, and by early 2025, the signs were stark.

At the time of media briefing (February 2025), Windex was **declining -6.2% RSV (Retail Sales Value) and -1.22% in market share** FYTD. While it still held the #1 position, it was losing ground, and more worryingly, it was doing so quietly, without any dramatic category disruption. Competition wasn't necessarily out-innovating Windex, the problem stemmed from a growing irrelevance.

The Structural Problem: Windex Was a Brand for Other People's Parents

Consumer usage and attitudinal data showed Windex associations skewed disproportionately toward older, more traditional consumers, a pattern reinforced by broader quantitative data. Meanwhile, all-purpose cleaner users, who were cleaning glass with these multi-surface products, skewed meaningfully younger.

Younger Australians just did not see a reason to buy a dedicated glass cleaner.

Whilst they were old enough to be house-proud, they were young enough to want to spend their cash elsewhere and seek shortcuts, especially in 'adulting'.

They were already cleaning their glass and all-purpose cleaners 'did the job' and it was one less bottle to buy. From the audience's perspective, a dedicated glass cleaner was an 'extra', a nice-to-have from their parents' generation, but not necessary for them.

This was more than a category usage problem. It was a relevance and recruitment crisis. Without younger buyers seeing the product as worth their time and money, Windex's long-term trajectory pointed only one direction: decline.

The Opportunity: A Product That Changed the Game

Into this challenge came a genuine innovation (drum roll please!)

Windex Fast Shine Foam, Australia's first foaming glass cleaner.

It directly addressed the biggest pain points in glass cleaning: that it took too long to wipe, and the fragrance was divisive. Foaming glass cleaner **clings to surfaces**, and is free of drips or streaks on the glass meaning it delivers **faster, streak-free results** and, critically, **indexes younger in appeal** than traditional trigger sprays.

But more than its functional credentials, the foam format was *culturally timed perfectly.*

Foam was having a moment. 'CleanTok', the TikTok cleaning subculture, had made foam-based cleaning products a genuine social trend. From foam face wash to foam dish soap, foam appeared everywhere in the space. The satisfying, tactile, visual nature of foam was exactly the kind of content younger social creators loved to both make and watch. The category was functional; the format was a social opportunity.

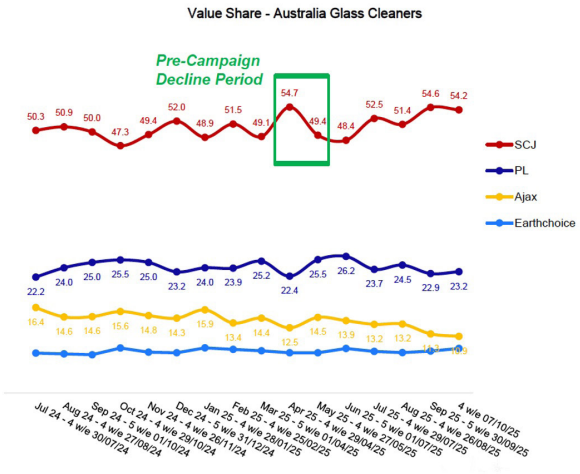
Our strategic communications challenge was twofold:

1. **Break the 'Good Enough' Complacency.** The incoming generation of households were stuck in a habit of using all-purpose cleaners (APCs) for any task at hand, thinking of them as 'good enough' and seeing little need for specialist products in the space like a glass cleaner.
2. **Revive The Brand with Younger Audiences.** Younger Australians view Windex highly but more so as 'their parents' brand' than one that identified with how they live. Communication with this generation had to sell the idea of innovation in a way that was native to their culture and context.

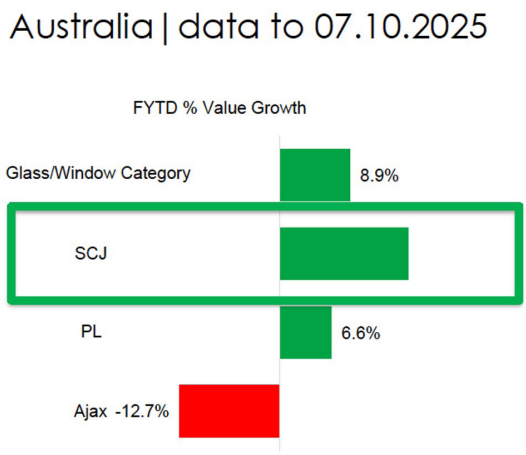
The hard part would be achieving both simultaneously on a modest total campaign investment, in a category where major home cleaning competitors, Easy Off Bam ($1.7M), Glen 20 ($1.3M) and Pine O Clean ($917K), were all outspending Windex, and where glass-specific advertising from competitors was virtually non-existent. We had to make the glass sub-category exciting for a generation that had never bought into it.

© 2026 Advertising Council Australia

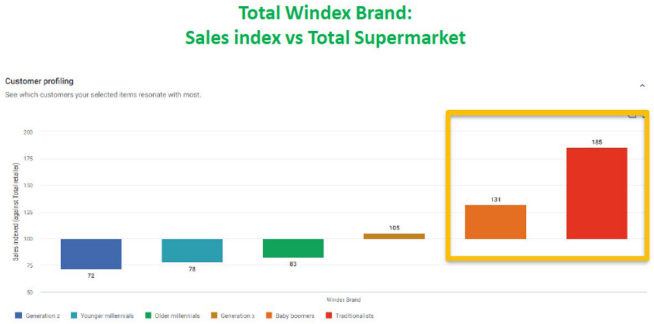
Q2 | Value Share Chart



Q2 | FYTD % Value Growth Bar



Q2 | Consumer Profiling, Older Demographic Skew



© 2026 Advertising Council Australia

Q2 | Campaign & Media Channel Strategy Summary

Campaign Recap

The challenge:
Windex is finding it difficult to recruit younger users and remain relevant with consumers esp. Gen Z that use APC to clean all their surfaces including glass.

They don't know why they should pay more for a glass cleaner, or why they would need one.

The task:
A high impact media plan focused on driving awareness by delivering broad reach.

The strategy:
1) Maximise the use of penetrative and impactful formats to stand out, driving greater recall and recruitment

2) Leverage social proof as a motivator for consumers allowing them to be compelled and emotively connected to the brand

Channel	Assets	July	Aug	Sept	Oct	Nov	Dec	Budget
TikTok	TikTok Creator Program							$96,023
Meta	Brand FOMO assets							$90,296
Snapchat	Brand FOMO & Lens							$96,194
OOH	Retail Proximity - brand FOMO							$100,000
Content partnership	Bringing FOMO to life							$77,487
Total								$460,000

Q2 | Showing the Trend

#CleanTok as we know it.

#CleanTok
#cleaninghacks
#cleaning
#fridgerestock

Before and after

'Reset' or 'Restock'

'Cleaning Therapy'

ASMR

21

Q2 | Showing the Trend

Audience Insights:

'One bottle does it all' mindset

- Independent testing shows there's 'hardly any difference' between multipurpose and specialist sprays – you can be a 'one-product person' and still get the job done



"You don't need to buy 57 different cleaning products – just use the same one for everything

Ashley Iredale, CHOICE cleaning product expert

Young Aussies 'freaking out' over simple chores.

- Almost 3 in 4 young Aussies (18–30) say they feel burdened by household responsibilities, with many overwhelmed by basic tasks like cleaning."
- Gen Z are so intimidated by everyday chores that many say they'd rather pay someone else to do simple household jobs for them



House-proud but time-poor struggles

- Millennials are the most cleaning-obsessed cohort: 43% describe themselves as 'obsessed' with cleaning, but they approach it in small, fast 'chore-snacks'.
- Younger Australians want their homes to look good - but they want fast, high-impact hacks, not more products and more steps.



16

Source: CHOICE, "The best and worst cleaning products" (2022); Westinghouse / realestate.com.au, "Simple tasks Aussies are freaking out over" (2025); Samsung Australians@HOME research, "Millennials swapped clubbing for cleaning" (2021)

© 2026 Advertising Council Australia

Q3. WHAT WERE YOUR OBJECTIVES? State specific goals.

Objectives were set at the briefing stage (February 2025) for the campaign running July to December 2025.

Tier 1: Business & Marketing Objectives

These primary objectives were designed to prove that recruiting a younger audience would unlock incremental growth and reverse the brand's downward trajectory.

Objective	KPI	Target	Strategic Rationale
1. Grow brand market share	Share points	+3.0 pts	Reverse the multi-year decline and prove the new SKU created a halo effect for the total brand.
2. Achieve launch volume	Units sold	53,849 units	Establish immediate product-market fit for Australia's first foaming glass cleaner.
3. Drive new-to-segment recruitment	Cannibalisation rate	<30% of Windex core	Ensure we were growing the category pie, not just trading dollars with our existing older buyers.
4. Recruit Millennials & Gen Z	Demographic index	>100 (Over-index) with 22-44s	Bring the "future franchise" into the brand to solve our core relevance crisis.

Tier 2: Communications & Media Objectives.

While secondary to our commercial goals, these metrics were the engine of our strategy. To recruit 22-44s, we had to intercept them where they spend their time, demanding high-efficiency reach and engagement across social, digital, and contextual OOH.

Secondary Objectives	KPI	Target	Rationale
TikTok: Drive cultural relevance	Impressions / CPM	22.5M / <$3.38	Penetrate the 'CleanTok' ecosystem efficiently.
Snapchat: Drive interactive trial	Total impressions	26.7M	Put the foam experience virtually in users' hands.
Meta: Drive scaled awareness	Reach / CPM	Broad / <$3.50	Ensure mass reach across the broader 22-44 cohort.
OOH: Contextual interception	1+ Reach (P18-39)	45%	Bridge the gap between social discovery and the store.
Content Partnership (BuzzFeed):	Video views / Display	150K / 3.1M	Deepen engagement through FOMO-native formats.
PR: Earned credibility	Total reach / Sentiment	1M+ / 90% positive	Validate the product's functional superiority.

© 2026 Advertising Council Australia

Q4. WHAT WAS YOUR STRATEGY AND HOW DID YOU GET THERE?

The Insight: Foam as Cultural Currency

Windex's barrier with Millennials and older Gen Z extended beyond function into cultural.

They didn't distrust the product; they simply didn't think about it. However, foam was already in their world. CleanTok on TikTok had turned foam-based cleaning into a content genre. The format was textural, visual, and inherently social. The precise antithesis of a flat, functional trigger spray. If younger Australians were going to be recruited into glass cleaning, it had to happen through culture, not rational education.

The consumer Truth: The Specialist Paradox

Millennials and older Gen Z treat glass like every other surface. With no clear reason to choose differently, they see a dedicated glass cleaner as unnecessary, defaulting to APC to 'just get the job done.'

But this audience actually *loves* specialists in categories they care about. Haircare is hyper-segmented, and skincare has 12-step routines. Using 'one product for everything' feels careless in this space.

Why not cleaning?

Our opportunity was to make glass worthy of that same intent. We needed to frame using all-purpose-cleaners-for-glass as the careless, low-effort choice, and Fast Shine Foam as the knowing, specialist upgrade. It's a product made *specifically* for glass, turning it from "just another surface" into one that deserves precision, care, and a better result.

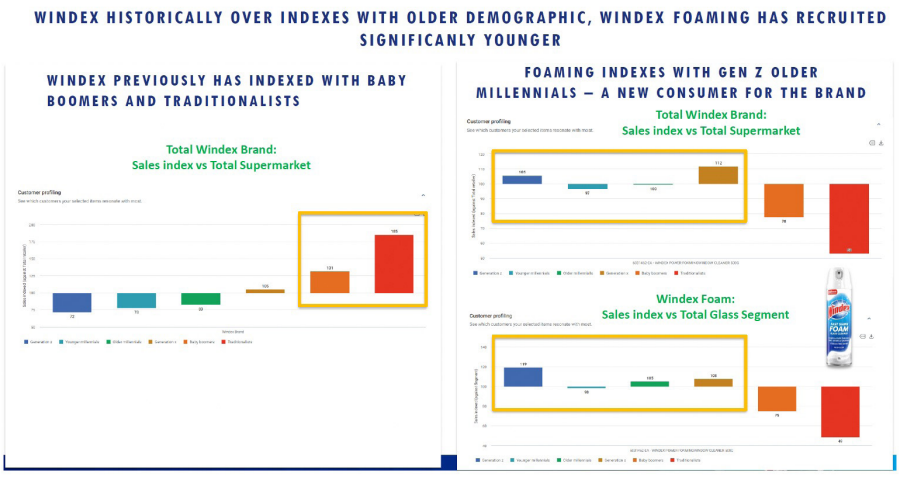
We needed an emotional hook native to the audience that connected the cultural trend of foam with the functional superiority of the product. For a generation prioritising experiences over chores, the real win of this functional superiority was simple: time back.

The three unique selling points were: "Drip Free, Streak-Free, Hassle Free."

1. *Drip Free* means no mess, done right the first time.
2. *Streak-Free* means one wipe, crystal clear, no going back.
3. *Hassle Free* means the chore is over fast and you get back to your life.

Individually these can sound like more similar claims that you'd expect from products in this category, but collectively it positioned Foaming as genuine innovation. The product's superiority had to be delivered in a way that would create intrigue and make shoppers question the product they were using currently, not just present more performance claims.

Q4 | Consumer Profiling Comparison; Windex total brand (old skew) vs Foaming Target (Gen Z, Millennial)



© 2026 Advertising Council Australia

Q4 | Campaign & Media Channel Strategy Summary

Campaign Recap

The challenge:
Windex is finding it difficult to recruit younger users and remain relevant with consumers esp. Gen Z that use APC to clean all their surfaces including glass.

They don't know why they should pay more for a glass cleaner, or why they would need one.

The task:
A high impact media plan focused on driving awareness by delivering broad reach.

The strategy:
1) Maximise the use of penetrative and impactful formats to stand out, driving greater recall and recruitment

2) Leverage social proof as a motivator for consumers allowing them to be compelled and emotively connected to the brand



Q4 | Specialist Products in Other Categories



Pro-Collagen Hydrating Cleansing Mousse

Nighttime Skin Balm

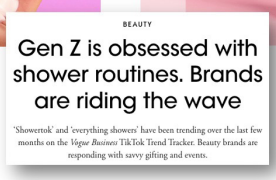
Jet Lag Deep Hydration Serum

Vitamin C+ Advanced Brightening Skin Serum

Q4 | Trending Foaming Products in Other Categories



DAISE Foaming Body Wash is highly popular with Gen Z, tapping into the 'gourmand' and 'clean beauty' trends





Mco Beauty became Australia's fastest growing beauty brand with a TikTok first strategy and 'Duping' expensive brands.



SKIN1004 Madagascar Centella Ampoule Foam gained popularity on social media for being "amazing at cleansing the skin and being very gentle" while also being extremely nourishing

© 2026 Advertising Council Australia

Q5. HOW WAS YOUR STRATEGY BROUGHT TO LIFE?

The campaign platform:

Get Foam. Not FOMO.

(So you don't miss a thing)

Beyond a tagline, the campaign was a cultural positioning. Windex Fast Shine Foam was shown as the insider's choice. The thing you'd already know about if you were paying attention. The knowing, better way to clean your glass.

In a category historically dominated by forgettable functional claims ('tough on smudges,' 'crystal clear'), ***Get Foam. Not FOMO.*** was deliberately brand-voice-first. It spoke to the audience in their language. It positioned glass cleaning not as a chore to be managed, but as a moment of satisfaction to be *in on.*

The idea allowed the campaign to flex across every channel, from a 15-second TikTok hook that would create the desire and FOMO effect, to a BuzzFeed quiz, to a Snapchat AR-lens, while remaining completely coherent. The FOMO frame gave every activation a cultural point of view, not just a product message.

The campaign ran July–December 2025, with a total PR, retail & media investment, including agency fees of **$768,000**

The Channel Strategy: Social-First, Creator-Led, Retail-Closed

The channel strategy was designed around the Gen Z/Millennial consumer journey from discovery to point of purchase:

1. **Create cultural awareness and desire** via TikTok creators and social platforms, native and organic feeling
2. **Sustain engagement** via interactive formats, including Snapchat AR Lens and BuzzFeed content partnership
3. **Convert at point of purchase** via retail proximity OOH, adjacent to Woolworths and IGA alongside in-store Retail Media.

Rough working media campaign split:

- **TikTok:** ~14% of budget
- **Snapchat**: ~14% of budget
- **Meta**: ~13% of budget
- **Content Partnership:** ~11% of budget
- **OOH:** ~14% of budget
- **Retail/POS**: ~21% of budget
- **PR:** ~13% of budget

TikTok Creator Programme – The Cultural Engine

TikTok was the campaign's primary platform, chosen for its primacy with the 18-44 target and its natural alignment with the CleanTok content ecosystem.

Four creator partnerships were activated, **Taleigha, Tash (×2 executions) and Riley**, selected across a range of audience sizes to balance reach and engagement. Tash's 420K+ following drove scale; Riley's 95K following delivered exceptional engagement-to-reach ratios, demonstrating the power of audience quality over raw size.

Content was built around the FOMO platform, with creators showing the genuine foam experience: satisfying, fast and visually compelling. The natural product demonstration fit seamlessly into creator style without feeling forced.

© 2026 Advertising Council Australia

Snapchat AR Lens – The Interactive Experience

Snapchat offered something no other platform could: **the ability to put the product directly in the audience's hands.** The custom AR Lens allowed users to interact with the foam experience before ever buying it, a virtual try-before-you-buy that was both memorable and deeply on-platform.

The Lens became the campaign's most efficient awareness driver, contributing 86% of Snapchat's total impressions at a market-leading CPM.

Meta (Facebook and Instagram) – Reach and Efficiency at Scale

Meta ran FOMO-themed assets across Feed, Stories and Reels, optimised for 1+ reach. The mix of 12-second video and static assets allowed the platform to self-optimise, with video driving reach and completion, and static driving clicks and action.

BuzzFeed / Val Morgan Digital Content Partnership

The content partnership with BuzzFeed was designed to embed the FOMO platform into long-form, culturally native environments. Activations included:

- **Branded articles**, translating *Get Foam. Not FOMO.* into editorial storytelling
- **BuzzFeed Quiz**, the platform's most iconic format, built around FOMO moments, which became the strongest-performing asset with 22K page views and 1:20 dwell time
- **Vox Pop video**, social-first, consumer-led demonstration of the foam experience, achieving a 49% average VTR, remarkable for a one-minute piece of content
- **Interactive "Wipe and Reveal" display unit**, with product demonstration baked into the ad format itself

For an audience trained to skip ads, this approach created genuine participation. The Vox Pop video's social amplification delivered the campaign's highest CTR at 0.19%, demonstrating that content-led creative outperforms traditional display.

OOH – Bridging Awareness to Intent

Out-of-home was deployed tactically, via retail proximity panels adjacent to **Woolworths and IGA stores** across Sydney, Melbourne and Brisbane. The objective was interception, reaching the audience physically close to the moment of purchase decision with the FOMO creative delivering a memorable last-mile message.

The results smashed our reach target (52.6% vs 45% benchmark) and acted as the critical physical bridge that converted social FOMO into a 9% sales uplift at adjacent retailers.

Retail Media – Converting at Store

To convert social desire at the shelf, we phased existing household care trade budgets into strategic BTL activations. This included Woolworths in-aisle POS and eCommerce banners timed with our TikTok creator wave, and Coles in-store POS. This surround-sound approach ensured the FOMO message was unmissable at the point of purchase.

The sales versus prior period with no media saw a 9% uplift.

PR and Earned Media – Zeno

Zeno's earned media programme ran in parallel, engaging **14 influencers** across relevant verticals to generate organic coverage and link-to-shop content. The programme generated 48 pieces of coverage – **triple the benchmark engagement**, all with 100% positive/neutral sentiment and 100% key message inclusion, a significant over-achievement on reach targets and KPIs for the industry.

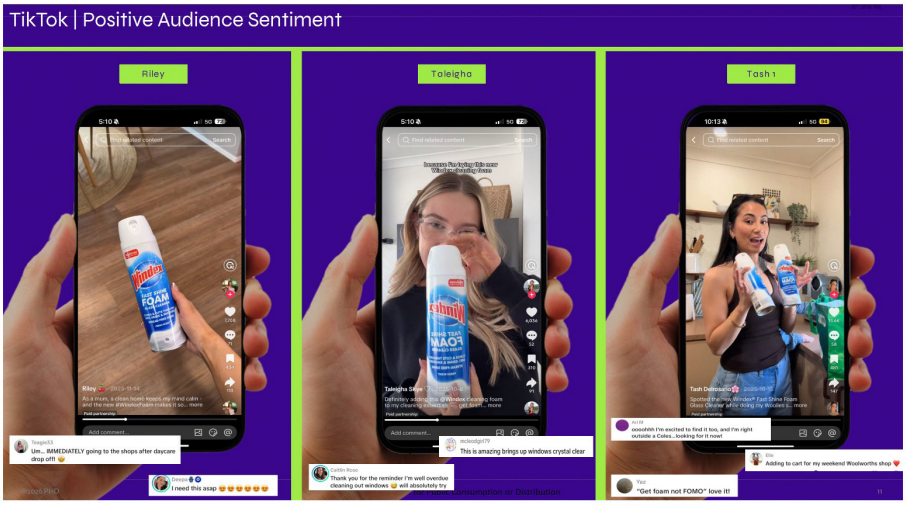
© 2026 Advertising Council Australia



Q5 | KV Shopper Portrait

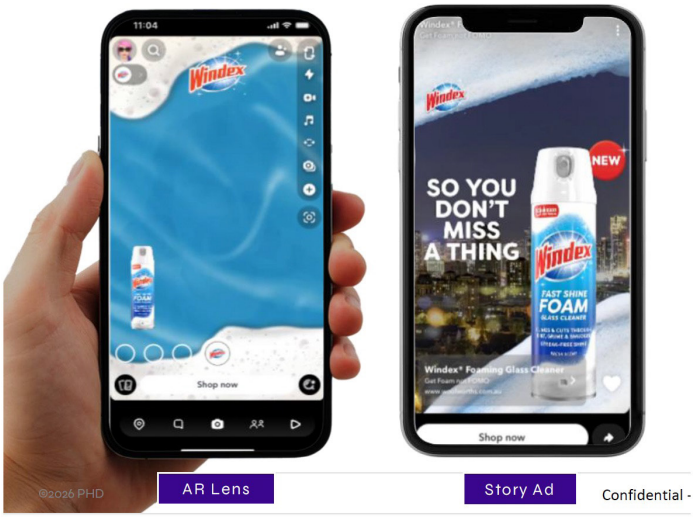


Q5 | TikTok Creator Content



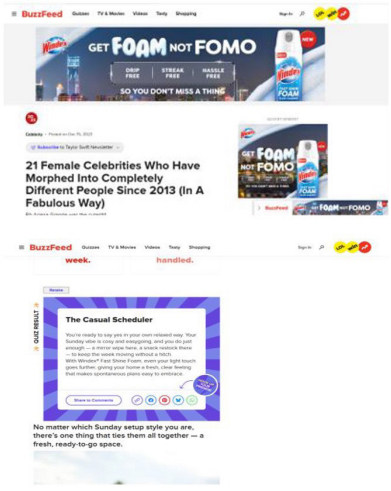
© 2026 Advertising Council Australia

Q5 | Snapchat AR Lens

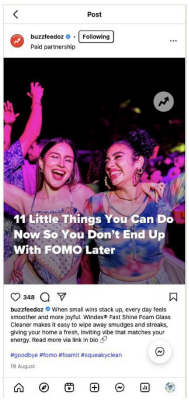


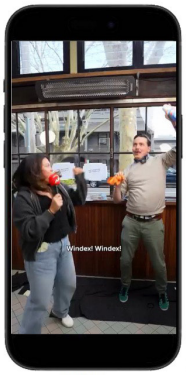
Q5 | BuzzFeed Quiz with supporting Social & VOX Pop

BuzzFeed Quiz

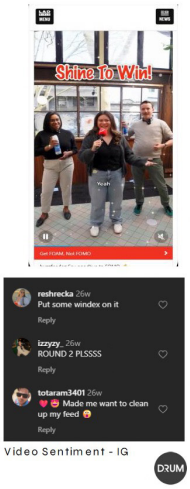


Social & Vox Pop



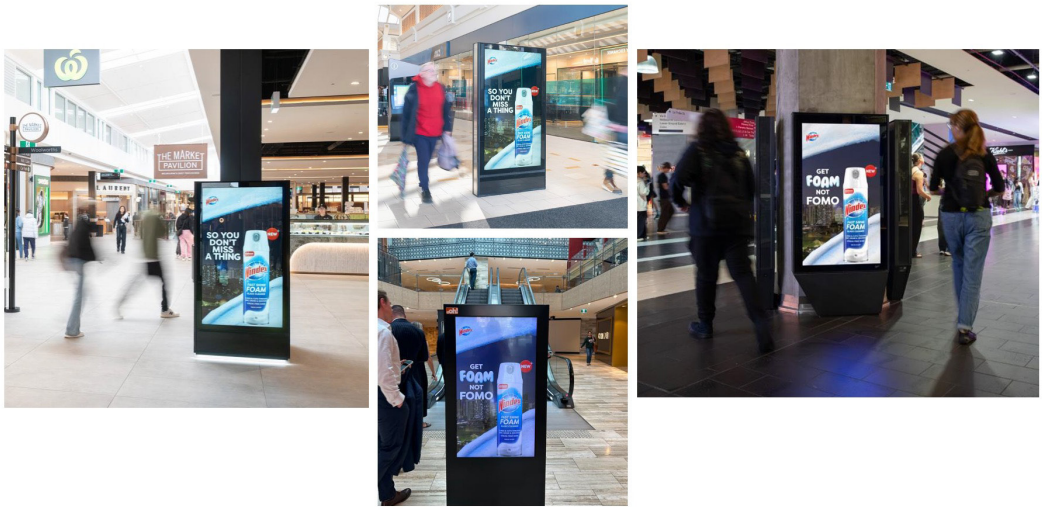


IG Video



Video Sentiment - IG

Q5 | OOH Retail Proximity Creative



© 2026 Advertising Council Australia

Q5 | In-store Retail Assets

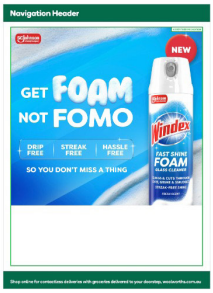
Wobbler



Bus stop



Catalogue



Aisle Fins



Social Tiles



1080x1080px



1080x566px



1080x1350px

Storyboard

1080x1920px



Frame 1
Open with a white foam



Frame 2
A hand appear and start wiping the foam



Frame 2
As the hand moves the foam is cleaned and the window start to reveal



Frame 4
The word 'FOAM' appears flat but begins to inflate as its foam texture grows.
Example

The word 'GET' start to reveal from bottom to the top.



Frame 4
A split second later the words 'NOT' and 'FOMO' start to reveal from bottom to the top.

© 2026 Advertising Council Australia

Q6. HOW DO YOU KNOW THAT YOUR CAMPAIGN WAS SUCCESSFUL?

Windex used this product launch to recruit new generation and reignite the entire brand.

1. Market Share: Reversed Decline to Drive Growth.

Prior to the campaign, Windex was declining (-1.22 share points). During the campaign period, Windex achieved a massive **+3.8 share point growth**, exceeding our target by 27%. This haloed across the brand, driving **+15.1% Total Windex RSV growth**.

2. Launch Volume: Beat Targets.

Windex Foaming sold **54,038 units** during the campaign period, beating the target of 53,849.

3. New-to-Segment Recruitment: Grew the Pie, didn't just eat into our own slice.

Industry benchmarks for FMCG new product launches typically see cannibalisation rates of 40-60%. Windex Foaming achieved an astonishingly low **0.55% cannibalisation** of the core Windex range (smashing the < 30% target).

- **65.8%** of Foaming volume came from buyers entirely new to the glass cleaning segment.
- This translated to **40,000 new households** added to the Windex buyer universe.

4. Younger Users: Successfully Shifted the Demographic.

The strategy to use foam as cultural currency successfully broke through. Post-campaign demographic profiling proved we shifted the buyer base younger, over-indexing significantly with our strategic targets:

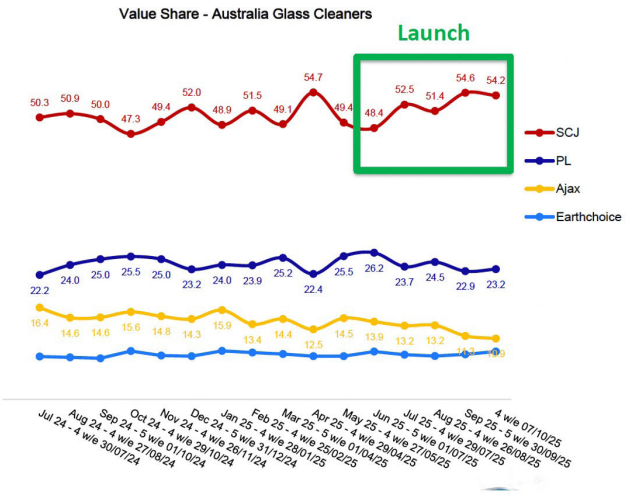
- **Gen Z (Older end - 24-27):** 111 Index (11% more likely to buy than the average shopper)
- **Millennials (28-44):** 105 Index (5% more likely to buy than the average shopper)

Media & PR Results:

Beating Every Benchmark The *Get Foam. Not FOMO.* creative resonated across every touchpoint, driving efficiencies that allowed our modest budget to punch above its weight:

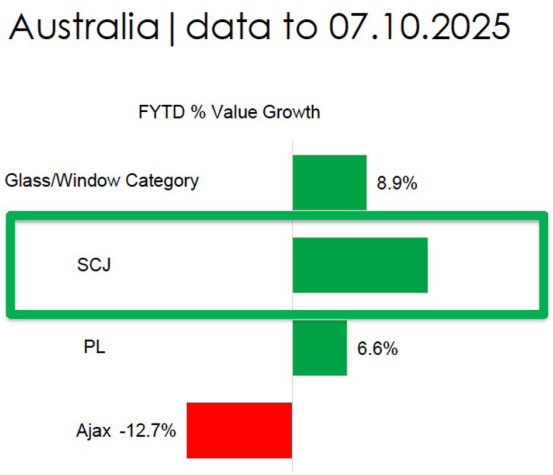
- **TikTok:** 31.7M impressions (+41% vs target) at a highly efficient $2.40 CPM. Creative held attention, delivering a 7.35% 2-sec VTR (+45% vs benchmark).
- **Snapchat:** 36.4M impressions. The AR Lens drove 2.7M plays with an incredible 19-second average play time and 261K shares.
- **Meta & OOH:** Meta delivered 3.7M reach at $2.92 CPM. OOH smashed its target, reaching 52.6% of P18-39s.
- **PR (Zeno):** Generated 48 pieces of coverage and 2.3M reach (130% above target) with 100% positive sentiment.

Q6 | Market Share Chart

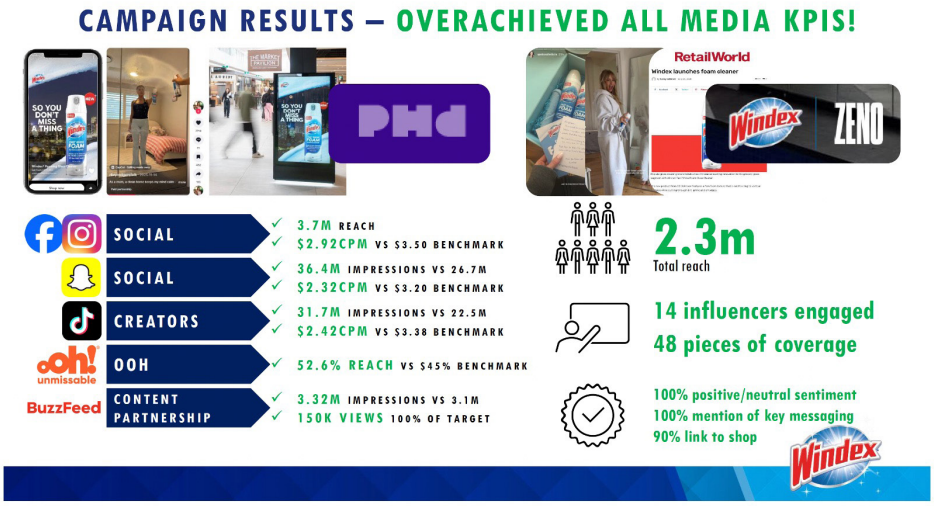


© 2026 Advertising Council Australia

Q6 | FYTD % Value Growth Bar



Q6 | Overall Media Results



Q3 | Channel KPI Vs Results

META

KPI	Reach
Benchmark	1+ Reach $3.50 CPM
Targeting	P18-44*

*Audience targeting: P18-44 & Interests: home, household, cleaning, spring/summer cleaning

Benchmark: $3.50 CPM
Result: **$2.92 CPM**

PLATFORM	Spend	Impressions	CPM	Clicks	V.C	VCR	CPCV	Reach
Facebook	$51,215	17,564,308	$2.92	7,244	71,802	0.41%	$0.71	4,331,199
Instagram	$28,785	9,820,792	$2.93	7,225	18,660	0.19%	$1.54	3,218,240
Total	$80,000	27,385,100	$2.92	14,469	90,462	0.33%	$0.88	3,744,916

PLACEMENT	Spend	Impressions	CPM	Clicks	V.C	VCR	CPCV	Reach
Feed	$44,075	14,875,288	$2.96	6,984	71,992	0.48%	$0.61	3,621,722
Stories	$4,724	1,467,144	$3.22	1,595	2,244	0.15%	$2.11	694,125
Reels	$31,201	11,042,668	$2.83	5,890	16,226	0.15%	$1.92	3,233,592
Total	$80,000	27,385,100	$2.92	14,469	90,462	0.33%	$0.88	3,744,916

CREATIVE	Spend	Impressions	CPM	Clicks	V.C	VCR	CPCV	Reach
Static	$30,220	10,712,029	$2.82	9,310		N/A		3,466,482
Video (12s)	$49,780	16,673,071	$2.99	5,159	90,462	0.54%	$0.55	4,082,957

© 2026 Advertising Council Australia

Snapchat

KPI	Awareness (Impressions & CPM)
Benchmark	Story Ads – 4.2M AR Lens – 22.5M
	Story Ads - $3.30 CPM AR Lens - $3.10 CPM
Targeting	P18-45

Story Ads - Impressions
Benchmark: 4.2M
Result: 4.97*M

AR Lens - Impressions
Benchmark: 22.5M
Result: 31.47*M

Story Ads - CPM
Benchmark: $3.30 CPM
Result: $3.02 CPM

AR Lens - CPM
Benchmark: $3.10 CPM
Result: $2.22 CPM

PLACEMENT	Lens Plays (2"+)	Avg. Camera Playtime	Saves	Shares
AR Lens Ad	2,767,126	19.52"	22,111	261,865

PLACEMENT	Spend	Impressions	CPM	V.C	VCR	CPCV	Reach
AR Lens Ad	$70,000	31,470,877	$2.22	N/A			2,973,718
Story Ads	$15,000	4,967,143	$3.02	5,252	0.11%	$2.86	576,764
Total	$85,000	36,438,020	$2.33	5,252	-	-	-

CREATIVE	Spend	Impressions	CPM	V.C	VCR	CPCV	Reach
Story Ad - Static	$7,930	2,601,299	$2.99	N/A			468,329
Story Ads - Video	$7,070	2,365,844	$3.05	5,252	0.20%	$1.51	453,840
AR Lens Ad	$70,000	31,470,877	$2.22	N/A			2,973,718
Total	$85,000	36,438,020	$2.33	5,252	-	-	-

TikTok Creator Content

KPI	Reach & Impressions
Benchmark	22.5M Impressions
Targeting	P18-44*

*Audience targeting: P18-44, household products interests

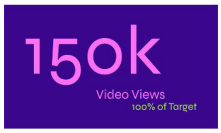
Impressions
Benchmark: 22.5M
Result: 31.7*M

Platform	Spend	Impressions	CPM	V.C	VCR	CPCV	Reach
TikTok	$76,128	31,689,224	$2.40	20,287	0.06%	$3.75	2,961,490
Total	$76,128	31,689,224	$2.40	20,287	0.06%	$3.75	2,961,490

CREATIVE	Spend	Impressions	CPM	V.C	VCR	CPCV	Reach
Taleigha	$15,684	6,117,475	$2.56	3,180	0.05%	$4.93	2,415,680
Tash 1	$20,530	8,612,679	$2.38	8,409	0.10%	$2.44	3,132,425
Tash 2	$20,464	8,648,876	$2.37	5,677	0.07%	$3.60	3,171,597
Riley	$19,450	8,310,194	$2.34	3,021	0.04%	$6.44	2,461,226
Total	$76,128	31,689,224	$2.40	20,287	0.06%	$3.75	2,961,490



Val Morgan Digital | Buzzfeed



Platform	Planned VVs	Delivered VVs	Delivery %	VTR %	Impressions	Clicks	CTR
Instagram		115,891		57%	115,891	188	0.16%
TikTok	150,000	188,020	100%	45%	188,020	352	0.19%
Total		150,311		49%	303,911	540	0.18%

© 2026 Advertising Council Australia

Val Morgan Digital | Buzzfeed

63k
Page Views
106% of Target

Asset	Planned PVs	Delivered PVs	Delivery %	Impressions	Clicks	CTR
Branded Article 1	20,000	21,261	106%	4,394	21	0.48%
Article 1 Supporting Post	N/A Added Value	-	-	11,678	29	0.25%
Branded Article 2	20,000	20,021	100%	2,280	10	0.44%
Article 2 Supporting Post	N/A Added Value	-	-	5,923	4	0.07%
Quiz	20,000	22,345	112%	4,089	12	0.29%
Total	60,000	63,627	106%	28,364	76	0.27%

Q6 | Channel KPI Vs Results

Val Morgan Digital | Buzzfeed

3.32m
Display Impressions
107% of Target

Format	Planned Impressions	Delivered Impressions	Delivery %	Clicks	CTR	Viewability %
Standard Display	2,200,000	2,385,724	108%	906	0.04%	84%
Wipe and Reveal Interactive Display	250,000	275,005	110%	181	0.07%	77%
Social Amplification	166,667	183,700	110%	348	0.19%	56%
Social Amplification (Added Value)	500,000	481,755	96%	768	0.16%	42%
Total	3,116,667	3,325,184	107%	2,203	0.07%	65%

Q6 | Channel KPI Vs Results

OOH

OOH CAMPAIGN OVERVIEW
Timings: W/C 28th July – W/C 15th Sep 2025
Investment CTC: $112,006

KPI	1+ Reach
Benchmark	45% 1+ Reach (ESB)

Benchmark: 45%
Result: 52.6%

Performance by media owner:

Media Owner	Reach	Reach 000's	Impressions 000's	Frequency
oOh! Media	28.5%	968,561	9,328,972	9.6x
Cartology	31.9%	1,084,485	8,693,442	8x
Overall	52.6%	2,521,005	25,194,816	10x

© 2026 Advertising Council Australia

Q7. WAS THE CAMPAIGN A GOOD INVESTMENT?

To evaluate the true return of this campaign, we must look beyond the short-term metrics of a single SKU, particularly in an FMCG category with a relatively long period between purchases (IPI). Total campaign investment was **$768,000** (inclusive of all ATL, social, retail media, PR, production, and agency fees).

If evaluated strictly as a short-term sales activation, the campaign's immediate incremental revenue of the Fast Shine Foam SKU during the media activation period did not cover the total outlay. But this was never a short-term activation, it was a strategic recruitment drive designed to reverse the structural decline of a heritage brand.

The Direct Return: A Highly *Incremental* Launch to the brand.

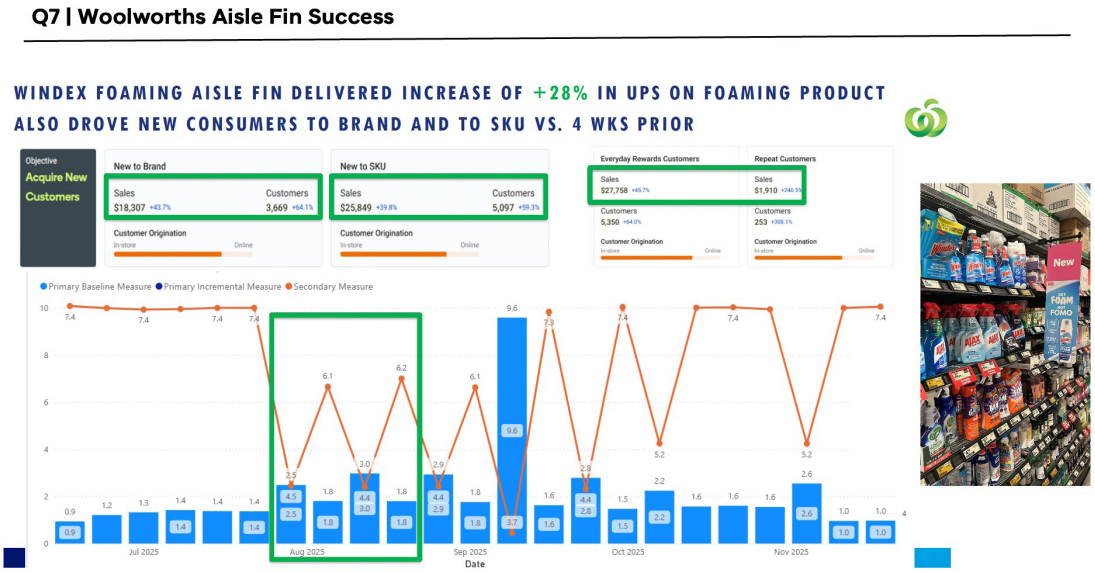
Evaluating success strictly on the Foaming SKU, the launch did exactly what it set out to do (and more). It sold 54,038 units (beating our 53,849 forecast) and generated $301,017 in sales. Crucially, 99% of Foaming RSV was incremental to Windex, proving the launch brought entirely new money into the brand with virtually zero cannibalisation of the core range.

The True Return: Masterbrand Halo & Future Franchise Value.

The momentum generated by *'Get Foam. Not FOMO.'* didn't just sell foam; it reignited the entire Windex portfolio. For our $768K investment, we achieved three critical business outcomes:

1. **Trajectory Reversal:** We turned a declining masterbrand into one experiencing **+15.1% total growth**, delivering an incremental +$479,415 in total Windex RSV during the campaign period.
2. **Market Share Dominance:** We gained **+3.8 points of market share** in a highly commoditised, low-engagement category.
3. **Securing the Future Franchise:** We successfully recruited **40,000 new households**, shifting our buyer profile directly toward the 22-44 demographic we desperately needed.

By successfully recruiting Millennials and Gen Z, consumers who will be buying household cleaning products for a long time, our $768K investment didn't just deliver a successful quarter, it helped secure the Windex brands future.



© 2026 Advertising Council Australia

Q7 | Halo Effect for wider product suite (Woolworths)

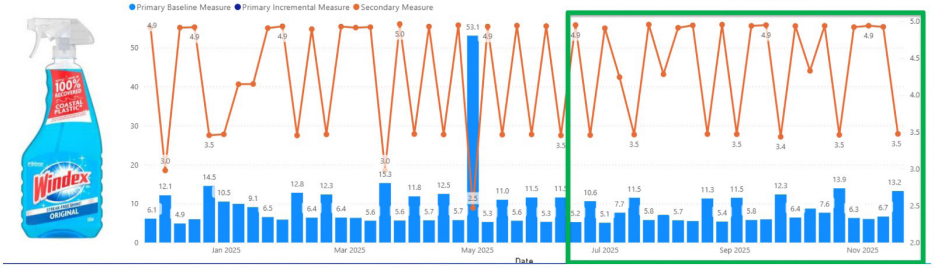
IN WW – CORE #1 SELLING GLASS SKU WINDEX 500ML HELD BASELINE UPS SINCE FOAMING LAUNCH. INDICATING FOAMING IS INCREMENTAL TO BRAND + HALO

Windex 500ml 13 weeks prior to foaming launch

5.69	5.8	$4.9	5.69	98
Avg Units Baseline	Units/Store/Week	Average Unit Price	Avg Units	Max Stores %

Windex 500ml 13 weeks post foaming launch

5.99	6.0	$4.9	6.06	99
Avg Units Baseline	Units/Store/Week	Average Unit Price	Avg Units	Max Stores %



Q7 | Coles Instore Activation

coles

The **Beanie Flip** led to a **10.9% increase in sales**, and **14.4% increase in unit's vs prior period**.

Date: Wed, Oct 1, 2025 – Tue, Nov 4, 2025 (5 Weeks).



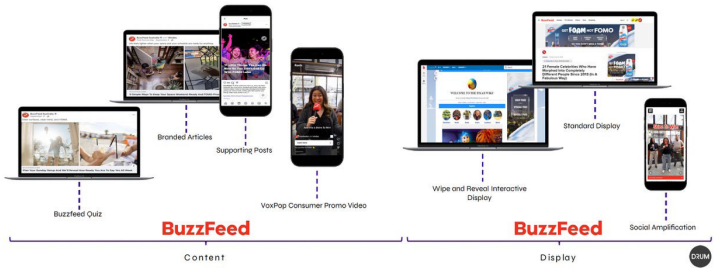
Beanie Flip



Q7 | BuzzFeed Content Partnership

INVESTMENT	PLANNED VALUE	DELIVERED VALUE
$77,487 (incl. Fees)	$556,000	$924,584.80 +66%

Windex Integrated The *FOAM, not FOMO* Creative Platform Across The Buzzfeed Ecosystem With A Content Partnership Consisting of Social, Display and Branded Content.



© 2026 Advertising Council Australia

Q8. DEMONSTRATE THAT THE RESULT WAS NOT DUE TO OTHER FACTORS

A rigorous analysis of alternative explanations:

Would Foam Have Sold Itself?

A sceptical view might suggest that because foam was trending on TikTok, the product would have sold itself regardless of the campaign. The data proves otherwise. If the product simply rode a trend, it would have cannibalised existing Windex sales as current buyers switched formats. Instead, we saw a 0.55% cannibalisation rate and 65.8% new-to-segment buyers. This proves the specific *Get Foam. Not FOMO.* creative successfully reframed the category for an audience that had previously opted out.

Was promotional activity heavier than usual?

No. While standard NPD launch promotions occurred (e.g., Woolworths/Coles shallow discounts), we were lapping similar or deeper promotions across total Windex products from the prior year. Promotions drive short-term volume from existing buyers; they cannot account for the massive influx of 40,000 new households or the youth demographic skew observed in this campaign.

Did competitor activity soften?

Windex was dramatically outspent in media and ATL comms by broader household cleaning competitors (Easy Off Bam $1.7M, Glen 20 $1.3M), without factoring in PR and retail media spend which we don't have visibility on. Windex's media and comms investment of ~$700k was significantly outgunned, making our +3.8-share point growth more impressive.

Did the BTL instore activation drive the results rather than the ATL campaign?

BTL activations in Woolworths and Coles delivered an average 10% uplift vs. prior periods without support providing the messaging/campaign drove sales. Furthermore, the BTL executions used the exact same *Get Foam. Not FOMO.* creative platform. The BTL complimented the ATL campaign; it worked because it was the final touchpoint of a highly effective, integrated campaign.

Q8 |

CURRENT WINDEX PERFORMANCE AND SHARE UPDATE – JAN DATA
(WILL BE RE-CUT FOR DECEMBER IN LINE WITH CAMPAIGN PERIOD)

AU GROC - Selected Measure: Dollars (000s) - Last FYTD

Manufacturer	Selected Measure	Actual Change vs YA	% Growth vs YA	% Share	(Share) Percentage Point vs YA	Price ($/Unit)	Price Chg % vs YA
⊟ S.C. Johnson & Son	5,498.2	718.5	15.0%	53.4%	3.3	$4.6	4.2%
⊟ Windex - 500 Ml	4,327.8	691.0	19.0%	42.1%	3.9	$4.4	5.0%
Windex Fresh Fast Shine Foam Glass Cleaner 500Ml	446.6	446.6		4.3%	4.3	$5.7	
Windex Glass Trigger 500Ml	2,747.5	188.3	7.4%	26.7%	-0.1	$4.3	2.3%
Windex Glass Cleaner Crystal Rain 500Ml	1,133.9	56.1	5.2%	11.0%	-0.3	$4.2	1.9%
⊞ Windex - 30'S	454.1	454.1		4.4%	4.4	$5.7	
⊞ Windex - 20'S	0.0	0.0		0.0%			
⊞ Windex - 750 Ml - Refill	482.1	-10.1	-2.0%	4.7%	-0.5	$5.1	6.7%
⊞ Windex - 750 Ml	216.9	-19.1	-8.1%	2.1%	-0.4	$6.0	-6.1%
⊞ Windex - 28'S	17.2	-397.5	-95.9%	0.2%	-4.2	$4.6	-14.4%
⊞ Private Label	2,403.2	102.9	4.5%	23.4%	-0.8	$2.0	-2.3%
⊞ Other Mfrs	1,123.9	88.4	8.5%	10.9%	0.1	$3.4	8.1%
⊞ Colgate-Palmolive P/L	1,264.0	-159.5	-11.2%	12.3%	-2.6	$3.5	-0.0%
Total	10,289.3	750.3	7.9%	100.0%		$3.3	2.8%

© 2026 Advertising Council Australia

Report	SCJ_Competitor Report_Home Cleaning
Period	From 7/1/2025 to 11/30/2025
Calculation Options	Out of Home:Show Market; Show all creatives (new & repeat); Regional Tarp Type: Aggregated

Nielsen

Advertiser Group / Advertis	Product	Media Type	Grand Total	July	August	September	October	November
Reckitt Benckiser	Easy-Off Bam Expert Bathroom Power Cleaner		$2,999	$1,867	$1,126	$6	$0.00	$0.00
Reckitt Benckiser	Easy-Off Bam Expert Bathroom Power Cleaner	General Display	$2,999	$1,867	$1,126	$6	$0.00	$0.00
Reckitt Benckiser	Easy-Off Bam Power Cleaner Soap Scum & Shine		$1,742,822	$193,869	$327,032	$361,351	$212,656	$647,914
Reckitt Benckiser	Easy-Off Bam Power Cleaner Soap Scum & Shine	Metropolitan Televi	$1,542,246	$175,727	$284,037	$300,190	$196,557	$585,735
Reckitt Benckiser	Easy-Off Bam Power Cleaner Soap Scum & Shine	Regional Television	$200,576	$18,142	$42,995	$61,161	$16,099	$62,179
Reckitt Benckiser	Easy-Off Bam Product Range		$25,587	$4,250	$21,147	$190	$0.00	$0.00
Reckitt Benckiser	Easy-Off Bam Product Range	General Display	$25,587	$4,250	$21,147	$190	$0.00	$0.00
Reckitt Benckiser	Easy-Off Oven Cleaner		$5,445	$306	$5,000	$139	$0.00	$0.00
Reckitt Benckiser	Easy-Off Oven Cleaner	General Display	$5,445	$306	$5,000	$139	$0.00	$0.00
Reckitt Benckiser	Glen 20 Disinfectant		$727,125	$389,907	$337,218	$0.00	$0.00	$0.00
Reckitt Benckiser	Glen 20 Disinfectant	Metropolitan Televi	$646,143	$355,583	$290,560	$0.00	$0.00	$0.00
Reckitt Benckiser	Glen 20 Disinfectant	Regional Television	$80,982	$34,324	$46,658	$0.00	$0.00	$0.00
Reckitt Benckiser	Glen 20 Pure Disinfectant Mist Range		$585,758	$26,094	$1,185	$468,850	$89,629	$0.00
Reckitt Benckiser	Glen 20 Pure Disinfectant Mist Range	Metropolitan Televi	$371,697	$0.00	$0.00	$311,169	$60,528	$0.00
Reckitt Benckiser	Glen 20 Pure Disinfectant Mist Range	Regional Television	$169,278	$0.00	$0.00	$141,773	$27,505	$0.00
Reckitt Benckiser	Glen 20 Pure Disinfectant Mist Range	General Display	$38,453	$24,537	$0.00	$12,469	$1,447	$0.00
Reckitt Benckiser	Glen 20 Pure Disinfectant Mist Range	Social	$6,330	$1,557	$1,185	$3,439	$149	$0.00

Q9. GIVE CONTEXT TO BUDGET IN COMPARISON TO COMPETITORS.

Budget is less

Windex was significantly outspent in tracked ATL media by competitors like Easy Off Bam ($1.7M) and Glen 20 ($1.3M). Against our ~$700K working media budget, we were outgunned by up to 2.4x, making our +3.8-share point growth remarkable (competitive spend / ATL tracking from media - we don't know retail media spend from competitors).

Q10. GIVE CONTEXT TO THE BRAND'S OVERALL BUDGET.

Brand budget is about the same

Q11. MEDIA BUDGET ELABORATION

> Our total working media and activation budget was approximately $700,000.
>
> We allocated this working budget to map directly to the target demographic's path to purchase:
>
> - **Social (41%):** TikTok (14%), Snapchat (14%), and Meta (13%) to drive awareness natively in feeds.
> - **Cultural & Contextual (25%):** OOH (14%) and BuzzFeed Content Partnerships (11%) to build broad visibility and engagement.
> - **Retail & POS (21%):** Woolworths and Coles POS and digital banners.
> - **Earned & PR (13%):** Influencer outreach to validate the product and drive organic credibility.

Q12. DESCRIBE OWNED MEDIA ACTIVITY

> Very low. Windex AU does not have local social media channels. We leverage the US Windex Facebook/Instagram and used this as a platform across Facebook/ Insta to boost branded FOMO paid content in line with the social media strategy/ spend. There were no organic posts, we did not have any EDMs, websites, YouTube channels, etc.

© 2026 Advertising Council Australia

Q13. OUTLINE ANY SPONSORSHIPS

None

Q14. OUTLINE COMMUNICATION TOUCHPOINTS

Paid Social Media:

- **TikTok:** In-feed creator content (partnering with four creators across different audience tiers).
- **Snapchat:** Custom interactive AR Lens and paid amplification.
- **Meta:** Facebook and Instagram (Feed, Stories, and Reels featuring both video and static assets).

Digital & Content Partnerships:

- **BuzzFeed:** Branded editorial articles, an interactive FOMO quiz, a social-first Vox Pop video, and custom "Wipe and Reveal" display units.

Out of Home (OOH):

- **Retail Proximity Panels:** Digital OOH placed adjacent to Woolworths and IGA stores across Sydney, Melbourne, and Brisbane.

Retail Media & Point of Sale (POS):

- **Woolworths:** In-store POS displays and targeted eCommerce banners.
- **Coles:** In-store promotions (including a beanie flip activation).

Earned Media & PR:

- **Influencer Program:** Outreach engaging 14 influencers across relevant verticals to drive organic coverage and link-to-shop content.

© 2026 Advertising Council Australia