

Our message is not the reason people choose us.

Buyers told us what is.

We spend on softness. Buyers stay for overnight dryness and leave over price. AI assistants repeat what buyers say, so our message is missing from the answers that shape choice.

WHERE WE STAND

14%

of buyers mention our campaign message in reviews

62%

of positive reviews praise overnight dryness

-8 pts

brand preference among switchers this year

2 of 5

rival launches we answered in under 30 days

SHARE OF AI RECOMMENDATIONS

Leader		44%
Challenger		29%
Us		21%

Across 7 AI assistants, 80 brand and category questions, 3 markets.

WHY · THREE LAYERS OF EVIDENCE

Human Intelligence · leads

Why buyers choose, stay and leave — in their own words, across 1.2M reviews.

Machine Intelligence

How AI describes our brand vs rivals, and which reasons it repeats.

Product Intelligence

What rival packs, pages and launches claim — and what they no longer say.

WHAT BUYERS SAY

"I switched for the price, came back because nothing else keeps him dry all night."

Top reason for returning buyers — not in any current campaign

WHY BUYERS CHOOSE · SHARE OF REVIEWS

Overnight dryness		62%
Softness		14%
Value for money		33%
Fit & comfort		27%

MESSAGE CHECK · OUR CHANNELS

Overnight dryness in ads	1 / 6
Dryness on pack front	No
Value story for switchers	Partial
Consistent across markets	3 / 5

We lead on the benefit buyers value most, but we are not saying it anywhere they look.

THREE MOVES

01 Lead with overnight dryness

Move it to the front of every channel.

02 Win back switchers

A value story built from switcher reviews.

03 Answer rivals in days

Launch alerts with ready counter-messages.

What we do next, what we expect and how we measure it.

01 What we do next

ACTION	WHEN	LAYER
New message house on overnight dryness Built on review language · Brand lead	Days 1–21	HUMAN
Pre-test 3 routes with buyer personas Before media spend · Brand + Insights	Days 7–28	HUMAN
Update AI-facing copy site, pages, PR So AI repeats our reason · Brand + eCom	Days 14–42	MACHINE
Rival launch alerts with response kits Claims tracker · Brand + Category	Ongoing	PRODUCT
Switcher campaign in 2 markets Value + dryness · Brand + CRM	Days 30–90	HUMAN

02 What we expect · 90 days

21% → 32%
share of AI recommendations

+6 pts
brand preference among switchers

62% → 40%
of reviews echo our message

< 10 days
to answer a rival launch

03 How we measure it

AI recommendation share 7 assistants · 80 questions	WEEKLY
Message echo Our words in new reviews	MONTHLY
Switcher preference Review + panel signals	MONTHLY
Rival response time Alert to live message	PER LAUNCH
Board readout Action deck, before / after	DAY 90

Baseline locked day 1. Same 80 questions, same 3 markets, same review sources.

THE TEAM GETS

Win plan
Message and channel priorities

Content bank
Approved claims and copy

Action decks
Campaign readouts

Buyer personas
Pre-test any route

The ask: approve the message reset and switcher programme. Routes tested in weeks, impact read by day 90.

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