

Tide Pods



Nia and Glynell

What is it? What does it do?

How to Use Tide PODS®



Place Tide
PODS® Pac into
the Drum



Load
Clothes



Wash in any
Temperature and
any Machine



Who Buys It?



The RESPONSIBLE ADULT'S **GUIDE** *to doing your Laundry*

1 NOTICE YOU'RE OUT OF CLEAN UNDERWEAR



2 BUY MORE UNDERWEAR



REPEAT UNTIL POOR

Ads that sell this

3-IN-1

- + Odor fighters
- Concentrated detergent
- + Stain fighters

Tide

6X more clean,^{*} it's got to be Tide

Tide PODS 3-in-1

*1 Tide PODS Pac vs. 6 doses leading bargain liquid detergent, base variant. Keep out of reach of children.

Tide PODS,
now with Downy

Tide PODS 4-in-1 Downy

Keep out of reach of children.

Dinge is just dirt the bargain detergent can't get to. Tide PODS can.*

BARGAIN CLEAN

Tide PODS CLEAN

*4 loaded cycles with leading liquid bargain detergent followed by 1 cycle with 1 dose of leading liquid bargain detergent vs. 1 cycle with Tide PODS. Keep out of reach of children.

When did it launch and how did it gain popularity?



Analyze each Ad

https://www.youtube.com/watch?v=BNs_5a_DIs

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<https://www.youtube.com/watch?v=rFLOtMt9vOw>