



# Preferring PURELL®—Securing a Spot for Hand Hygiene

## The Challenge

GOJO Industries, Inc., the inventor of PURELL® Advanced Instant Hand Sanitizer, is a leading global producer and marketer of skin health and hygiene solutions for away-from-home settings. The company wanted to interact with teachers and parents to secure PURELL's place on school supply lists and to be recognized as the preferred classroom choice to promote hand hygiene.



Encourage teachers to make PURELL® Advanced Instant Hand Sanitizer part of their classroom routine



Educate teachers, students, and families about the importance of healthy hand hygiene



Secure PURELL® Advanced Instant Hand Sanitizer a valued spot on school supply lists

## The Solution

TECMG developed a multimedia classroom challenge that combined custom content and advertising, including a collection of new and engaging free classroom resources for teachers, take-home pieces for families, a microsite with an opportunity for teachers to win prizes, and news releases.



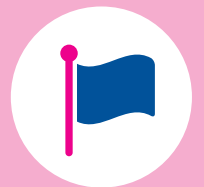
Developed resources to showcase for teachers how an alcohol-based hand sanitizer like PURELL® is important to reduce the spread of germs



Promoted a 30-Day Classroom Challenge to incorporate PURELL® Advanced Hand Sanitizer into the classroom culture



Created and promoted a school supply list (featuring PURELL®) along with grade-appropriate math and writing prompts with lessons about the value of hand hygiene



Provided information sheets to enlist families' support in the challenge, coupons, and a chance for teachers to win a gift card and PURELL® prize packs

## The Results

What was the teacher response? "Challenge accepted." A post-program survey showed that 76% of the classrooms had either completed the challenge or were taking it. Another 20% said they intended to take the challenge. After completing the challenge, 95% of the teachers noted improvements in their students' hand hygiene.



**9,491** teachers clicked through the microsite



**5,384** contest entries



**4,192** downloads of the classroom challenge kits



**1,175** teachers used the school supply list