SCA Americas 2 – Demystifying the Taboo Nature of Menstruation

Overview
Our objective was to create a plan to help SCA Americas launch a global marketing initiative that would promote healthy conversation about menstruation. SCA required that there be a technical component of the project to help reach as many people as possible. We also needed to create a short video advertising our marketing plan.

Objectives
- Learn more about the nuances and issues surrounding the topic of menstruation
- Create a way for people to get excited about helping the initiative
- Develop the skeleton of a marketing initiative that could roll out on a global scale

Approach
- Conducted internal research to understand menstruation better for ourselves
- Gathered information and statistics about menstruation from our sponsor’s R&D team
- Brainstormed different ideas of how to solve the problem
- Decided upon a web-based application
- Gathered information about legal and incidental risks of a web-based application
- Created wireframes for the web app
- Conducted external research by conducting focus groups to help orient our efforts
- Adjusted our wireframes and our audience with the feedback from the focus groups
- Created the video to market our web app
- Tested our web app

Outcomes
- Our sponsor saved money by outsourcing this marketing initiative to students around the globe instead of simply outsourcing to a single professional marketing team.
- Because they created this contest, SCA has multiple marketing initiatives to choose from instead of just one.
- The project allowed SCA to have one team work on both the Marketing and Technical aspects of the project without having to hire and coordinate two different teams.
- Outsourcing this project to college students helped give a different and unique outlook on the issue and possible solutions.