



The United Stains of America

Our stains tell our best stories. Let's put them on the map.

Overview

Stains are the evidence of a good time. They happen when we're enjoying life to the fullest—and sometimes to the point of overflow. That yellow smudge on your favorite t-shirt? South Carolina mustard barbeque sauce. The reddish smear on your pants? Old Bay Seasoning from Maryland steamed crabs.

In this history-making custom content program, we'll take this insight to its natural next level. Just as the cover of a book represents what's inside, the character of a state is reflected by the stains on its peoples' clothes. We'll work in partnership with Purex to put these stains on the map, where they'll proudly stand alongside state birds, trees, emblems and mottos in an offbeat celebration of America.

Two-Phase Program

This program will be executed in two phases:

Phase 1: We'll invite readers to vote on a national stain for each state

Phase 2: We'll present the results and encourage readers to e-sign and submit a petition to initiate an official referendum that will get the stain added to the state canon

Phase 1

WP BrandStudio will draw on economic and socio-cultural data to identify two possible stains for each state. We'll present the stains to our readers and ask them to vote on the one they feel best represents the state.

How It Works

- Readers select a state on a custom graphic map of the United States
- Upon click or hover, they see a choice of two state stains to vote on
- After they vote, they will get a message encouraging them to sign a petition that they'll be able to access on a specific date that we'll set once all the results are in
- A running tally shows real-time voting results

Sample Vote Choices

MICHIGAN

Blue and yellow paint (home of the Wolverines)

or

Motor oil (home of Motor City)

OREGON

Pine sap (US's largest producer of Christmas trees)

or

Mustard (home of the World's Largest Corndog)

KENTUCKY

Bourbon

or

Bluegrass

Phase 2

We'll present the results along with a petition that readers can e-sign and submit to help initiate an official referendum that will get the stain added to the state canon.

How It Works

- A custom map of the United States shows a graphic icon on each state that represents the chosen stain
- Upon click or hover, a text overlay appears with colorful information about the chosen stain and its connection to the state along with the final Phase 1 voting results
- A CTA will invite readers to sign a petition to initiate a referendum; upon click they will receive an e-document to "sign" and submit to their representative (exact process to be determined)

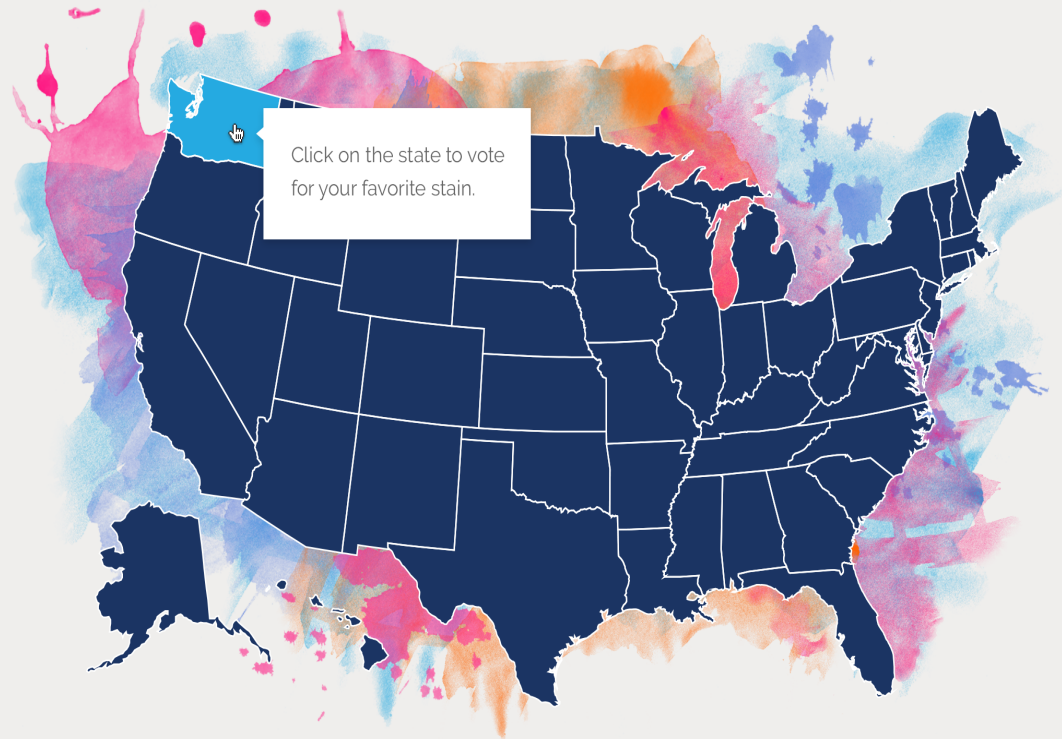
Social Media Components

During Phase 1, we'll invite readers to share photos of their favorite stains on Twitter and Instagram (#UnitedStains). We'll incorporate some of the best submissions into the Phase 2 map.

During Phase 2, we'll include social sharing buttons after someone signs the petition: For example, "I just signed a petition to make _____ New York's state stain! Join me: <link to content>." We will explore the possibility of personalizing the share copy for each state.

WP BrandStudio CONTENT FROM PUREX

UNITED STAINS OF AMERICA



1. Readers select a state to cast their vote for a state stain

Q Sections

The Washington Post

Sign In Subscribe

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← BACK TO MAP

WASHINGTON

Bike tire tracks

Apple Juice

Washington is America's Most Bicycle Friendly State*

* League of American Bicyclists

World-famous Washington apples are also a staple in every American's home: 70% of the total yield is consumed domestically

VOTE RESULTS VOTE

47% 53%

2. Readers cast their vote and see a real-time tally of other readers' votes