

Case Study

Rexona



Client:
Rexona

Media:
Right Angle Street Furniture in Dubai

CAMPAIGN OBJECTIVE

Increase share of voice of Rexona

CREATIVE BRIEF

Noor, a famous Arab movie star, has been signed on to endorse Rexona. Her image and the reminder to use Rexona everyday should be the main focus of the artwork

TARGET AUDIENCE

Arabic speaking women

CAMPAIGN DURATION

4 weeks (May – June 2009)

MEDIA WEIGHT

40 Bus Shelters (4 circuits)

CAMPAIGN STRATEGY

As Rexona wanted to increase their share of voice, they chose a higher number of bus shelters for this campaign. The forty bus shelters were spread evenly throughout Dubai.

OUTCOME

This campaign helped Rexona achieve higher share of voice and greatly increased awareness.

