

Launch of  
*New Pantene Hair Fall Control*

PR Campaign  
April – May 2004



# The Brief

- **Objective:** Build Word-of-Mouth and excitement around the launch of New Pantene Hair Fall Control shampoo
- Ensure positive media stories and control the tonality of exposures
- **Target Audience:** Female, 18-30 Yrs, SEC AB
- **Key Markets:** Metros & Class 1 Towns
- **Target Media:** Consumer Dailies, Women/Beauty Magazines, Television (Local + National)

# Key Messages

- Launch of New Pantene Hair Fall Control, which reduces hair fall due to breakage by up to 50% within just two months
- Price-drop of 16% across the whole range of Pantene

# **Strategy**

**Create a PR Launch Campaign  
focused on  
Credible Influencer Marketing  
&  
High Reach Media**

# **How did we do it?**

## **Created a Four-pronged PR plan:**

- **Leveraging Influencers**
- **Five-city Launch Road Show**
- **TV Maximization Plan**
- **Press Release Maximization**

# **Pillar I**

## **Leveraging Powerful & Credible Influencers**

- **Product Unveiling and Beauty Credentialing by National + Local Celebrities**
- **Credentialing by President of AIBHA (All India Beauticians & Hair Dressers Association)**
- **Product Claims Credentialing by Dr. Colin D'Silva, Principal Scientist – P&G's Kobe Technical Centre**

## **Pillar II**

### **Five-City 'Launch' Road Show with locally customised Media Events**

- **Organised five-city media events in largest markets in Mumbai with leading model/ actress Katrina Kaif; Delhi with Country Marketing Manager; Kolkata with City's Locally-Popular Film stars; Chennai with AIBHA President & Dr. Colin D'Silva and Hyderabad – In-store launch with TV anchor**
- **Invitees included Beauty Editors, TV Channels & Consumer Dailies**

## Katrina Kaif launches New Pantene Hair Fall Control



Dr. Colin D'Silva & AIBHA President launch New Pantene Hair Fall Control

# Pillar III

## TV Maximization Plans

- Planned & deployed a separate TV Maximization Plan resulting in targeted TV Exposure with branded, key message-led TV footage
- Got 50+ Minutes of branded airtime on 28 TV channels including India's Top THREE – *Doordarshan, Aaj Tak and Zee*
- In addition, exposure in the TOP Regional Channels from east and South India

## **Pillar IV**

### **Press Release Maximization for markets not covered by Road Show**

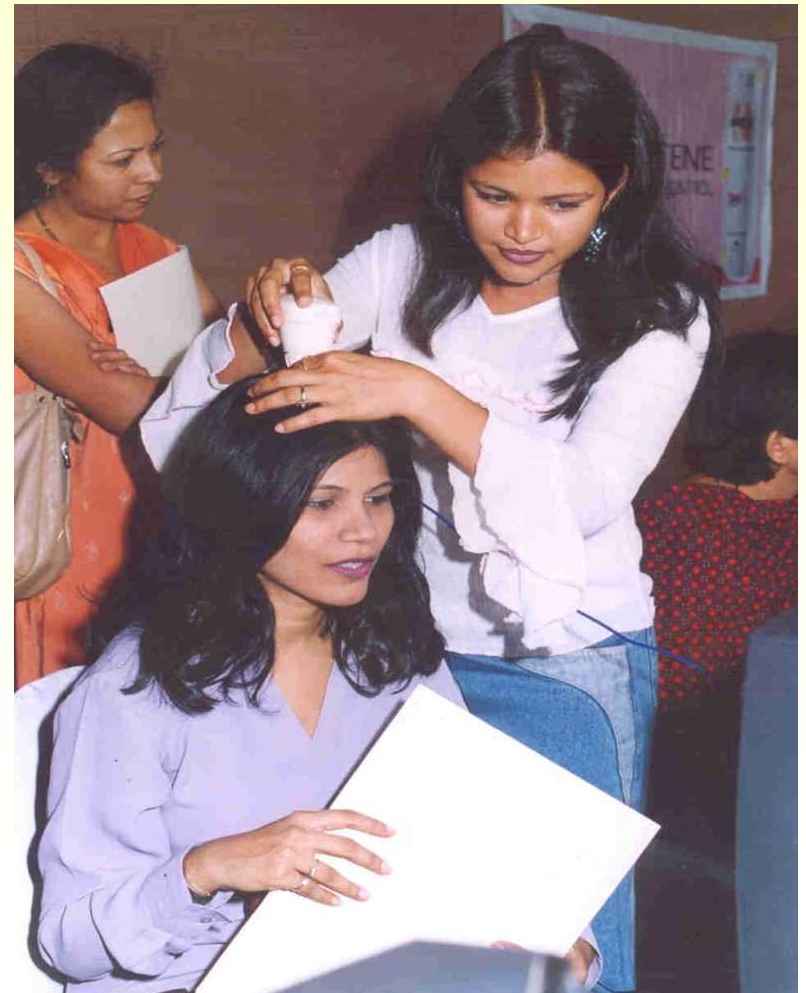
- Press release translated in 10 local languages
- Key Message-led Visual (Katrina Kaif launching New Pantene + Product Visuals)
- Samples to media across all markets of New Pantene Hair Fall Control

# Key Differentiators of the India PR Campaign

- In-store launch in collaboration with Local Sales Team to drive on-ground WOM among consumers/shoppers and create win-win with Customers
- Leveraged ALL Beauty Influencers in tandem to create bigger impact - Celebrities, a Leading Hair Stylist & a Scientist COMBINED!
- A unique Interactive Hair Quiz on beauty and Science of Hair to reiterate key messages of Pantene HFC and at the same time keep the Media engaged and involved in the launch

# Key Differentiators of the India PR Campaign (...contd)

- Microscopic Hair Checks for the media at all five cities that added credibility and enhanced the perception of Pantene as a 'Hair Expert' with the media



# Results

- Credible Editorial Exposure worth Rs. 10.40 Million
- Strongest TV exposure – 50 Minutes of branded footage on 28 channels including India's TOP 3; Doordarshan, Aaj Tak and Zee
- Credentialing in TEN Beauty Magazines including India's Top Three
- Despite the 'price-cut' announcement, only 10% dailies reported 'price-wars'
- Whopping 303 Press Exposures including India's Top Consumer Dailies with key message delivery in 90% of Exposures