



AmbiPur - Refresh Your Love

The Situation

Room freshener market in India is cluttered with homogenous products. With no new products being launched, a high brand recall was needed to keep Ambi Pur in the news. Procter & Gamble also wanted to make a transition and transform Ambi Pur from a product used on special occasions to a daily-use product.

Objectives

The brand was seeking to increase its market share by creating excitement among couples and positioning Ambi Pur as a product that brings freshness not only in a room but also to one's relationship. They were also looking at encouraging consumers to use Ambi Pur on a regular basis rather than only on special occasions.

Creative Solution

- Identified gaps and deficits in product awareness amongst a sizeable consumer market in metros relating to a specific target population
- Nationwide survey in collaboration with AC Nielsen leading to the revelation that staleness in a relationship is caused by a stale ambience at home
- Added credibility to survey findings by innovatively roping in Psychologist and Relationship facilitator, Dr. Samir Rawat for scientific research and empirical data from his counseling practice to substantiate survey related claims
- Brought on board, Celebrity couple, Riteish and Genelia Deshmukh to share their experiences and endorse product
- Effective involvement of media as they turned out in large numbers for the event
- Dr. Rawat, along with Riteish and Genelia, conducted a novel Freshometer Quiz on consumers to check the freshness of their relationship
- 'Swap your Smelly Stuff for a Smile' encouraged consumers to trade in their smelly belongings for Ambi Pur

The Result

- The Movement helped in achieving highest share of 9.7 behind Ambi Pur Aerosol and doubled the growth in Oct-Nov-Dec v/s YA in comparison to Jul-Aug-Sep quarter
- Movement led to growth in PI at index of 120 & significantly helped in improving scores for important equity drivers
- Generated PR worth 500 \$M at ROI of 1:8
- Reached 6.4 MMTA on digital via Social Media and I video

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Magical couple

Besides distraction-free getaways and learning to cook together, GENELIA and RITEISH DESHMUKH share secrets which keep the romance in their relationship alive

- By Geety Sahgal
- Q. 1** Riteish, what, according to you, is of most importance to keep the spark in a relationship alive?
Riteish: Respecting your partner is of utmost importance, as that's what will get you unconditional love. Respect and love are two things that will lay a good foundation for a great relationship.
- Q. 2** Genelia, how have you kept the romance in your marriage alive?
Riteish and I complete each other; we enjoy the time when we are together and as a couple, we can be with each other for 24 hours a day.
- Q. 3** How important are cooking skills of a spouse in a relationship?
Genelia: Food is important, but I think eating together is more important.
Riteish: Cooking for each other is an excitement, but only one of the excitements in a relationship. That's why we are planning to take a break and start learning how to cook!
- Q. 4** Do common hobbies help to enhance the relationship?
Genelia: We have common hobbies and we also have different hobbies. But the beauty of a relationship is when you have separate hobbies but grow with your partner and start en-
- Q. 5** Does maintaining outside relationships, like meeting up common group of friends, strengthen the bond between the husband and wife?
Riteish: Yes, it's important because when you meet up with friends, you share jokes and laugh a lot and it also means an outing together. Whenever we have the time, we catch up with friends.
Genelia: Riteish is great with friends. They have all been together since college. Today they are my friends as well and get-togethers with them is always fun.
- Q. 6** How important is remembering birthdays and anniversaries?
Riteish: I always feel such dates in my calendar. It's very important to remember special days like birthdays and anniversaries because it makes your partner feel great. Especially when you give the other thoughtful and surprise gifts. Genelia leaves these notes or flowers saying 'I love you' which keeps the sparkle in our married life alive.
- Q. 7** Does a good argument occasionally strengthen the connect?
Riteish: I think a discussion once in a way is healthy. Arguments are more about ego and once an argument starts, there is no end to it because it's either me or you win. But discussions are a good thing.
- Q. 8** Does a distraction-free getaway stimulate a relationship?
Riteish: Hundred per cent. A getaway now and then helps to break the routine and brightens up the married life.
Genelia: We recently went to New York where we spent a good 10 days together. It was great!
- Q. 9** And what is the importance of family ties in a husband-wife relationship?
Riteish: It's really very important to respect each other's families. In fact, a person should feel that you are part of your spouse's family. It strengthens the bond between the couple also.
- Q. 10** What about stimulating conversations?
Riteish: Our stimulating conversations means she talks and I listen!
Genelia: You don't listen! But I must say as a couple, we discuss everything. I can talk to Riteish about diet, movies, etc. He also knows a lot about clothes, in fact he does quite a bit of my shopping, so I don't have to ask for anything. He pampers me a lot. Now that's something which keeps the connect in a relationship alive!
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enjoying what he likes. Riteish loves to see movies and can watch up to six films a day. I also love to see movies but one and a half is enough for me. Yet I try to bring myself to sit with him through them.



Have you given your relationship a fresh twist?

99% married couples believe that fresh surroundings refresh romance in a relationship

at home riddled with silly conversations become more special of your surroundings are fragrant and fresh. It uplifts your mood and lets you be enchanted in your partner's company.

The same can work within your car. 81% married men agree that whenever the car smells fresh when you go to work, it's a great first for most couples the car creates an escape. And having a fresh smelling car creates a feeling of light romance between you and your partner. So sit back and breathe in the love. Be it your home or your car, in order to keep the freshness in the relationship intact, make sure you do the same. It turns a stale atmosphere into a fresh romance.

WHAT MARRIED COUPLES SAY!

99% of married couples believe that a fresh ambience at home, refreshes the romance in the relationship.

93% married couples agree that their wives keep making sure to breathe up their heads for rekindling the romance in the relationship.

85% married couples believe over the years the fragrance in the bedroom changes from flowers to baby powder and eventually to aspirin's and pain sprays.

The survey also reveals that Ambi Pur users feel that their product lasts twice as long. When we contacted Ambi Pur, their spokesperson said, "The reason for this, is that Ambi Pur Air Effects has unique superior technology which has the power to completely eliminate odours without just masking them."

Ambi Pur has helped make every Friday a special moment to keep it simple and fresh.

Dr. Samir Rawat, Psychologist and Relationship expert believes there is a reason to be happy in the air. He says, "Romance blossoms in a fresh environment. Over a period of time, this sense of freshness inside to be generated, Ambi Pur helps to do the same. It turns a stale atmosphere into a fresh romance."

Sakshi Gupta, a home-maker mum, "I have been married for over 4 years. My husband just cannot stand the smell of Fried Fish. Whenever I love to cook it. But thanks to Ambi Pur, my home is always fresh and smelling fragrant even on the days I cook fish. Seriously! Our bond and Ambi Pur don't 'blow it'."

Arvind Singh, a Marketing Manager, says, "My wife and I, tend to not from work every day

together. It is probably the maximum amount of time we get with each other in our busy lives. But with Ambi Pur in my car and a list of our favorite songs, even the city's small paved traffic does not affect us. We actually look forward to it. With Ambi Pur my car is our personal aromatherapy and has added that ingredient of freshness to our drive."

If you love the smell of a clean Ambi Pur, give us a thumbs up! We'll give you a chance to win a new Ambi Pur. To see how you can win a new Ambi Pur, visit www.ambipur.com

