

# ARIEL THE POWER OF ONE WASH



## THE CHALLENGE

Tough stains concern for all women, but for Indian women its food stains. Battling these stains every day and ensuring they don't leave a mark on her family's clothes, is one of her toughest battles. Laundry, therefore, is an everyday challenge and her daily nemeses are the tough, typically 'Indian' stains that sometimes cause her to falter in her pursuit for perfection. It was necessary to ensure that she wins against EVERY stain, no matter what, no matter how tough. Hence it was necessary to position Ariel as an ally that helps her win the daily battle against stains, with no room for error

## CLARITY OF GOALS

- Highlight superiority of Ariel's 1-Wash technology which remove stains especially food stains among consumers across key touch-points
- To drive relevance and credibility of the role that Ariel plays in removing the toughest stains in just one wash

## MEASURABLE RESULTS

(Both Qualitative & Quantitative-Relevant media exposure which is not paid for, Impact on behavioral change, help in sales etc.)

- Successfully completed a Guinness World Record for the 'Largest Laundry Lesson' on the power of Ariel's 1-Wash
- Strengthened the campaign by delivering the largest ever media worth generated for Ariel at 1.44MM
- Over 415 MM impressions
- Over 153 Clippings across print, TV and online
- Coverage in electronic, print & radio focused on Ariel's key superiority of 1-Wash in leading Tier-I & II TML

## CLARITY OF INSIGHTS AND CREATIVITY

We brought to life Ariel's Guinness World Record bringing together consumers across key touch-points across India with different stains to WOW them with power of 1-Wash and highlight superiority of Ariel's 1-Wash spotless clean outcome.

### Alignment between Strategy & Execution

- The campaign was brought to life with Ariel's Guinness World Record attempt to bring together women across India with different food stains under one roof at a live event and WOW them with the power of Ariel's 1-Wash technology
- Influencers Raveena Tandon, Saakshi Tanwar, Madhoo and Rituparna Sengupta, who represented the 4 regions of India and their unique food stains, taught 282 women from across the country the record breaking way to remove stains with Ariel's 1-Wash superiority

# 'LARGEST LAUNDRY LESSON'

## One wash remedy for stains



Rituparna Sengupta, Raveena Tandon, Sakshi Tanwar and Madhoo exhibit the power of Ariel's one-wash technology

ARIEL, a brand from the P&G stable, attempted a Guinness record for the largest laundry lesson in the world based on the power of one-wash technology. Actresses Raveena Tandon, Madhoo, Sakshi Tanwar and Rituparna Sengupta and 282 women from across the country came together to witness Ariel's one-wash technology. Vidya Murthy, associate marketing director, P&G India, said: "We are delighted that Ariel is setting a Guinness record. It's a brand synonymous with superior technology and innovation. Everyday stains like are the

## MAKING LAUNDRY GLAMOROUS

Ariel attempted a Guinness World Record for the 'Largest Laundry Lesson' in the world, on the Power of 1-Wash technology. Over 250 women came together to be wowed by the power of Ariel's 1-wash technology to battle away some of India's toughest everyday stains. Four celebrities—Raveena, Sakshi Tanwar, Rituparna and Madhoo—taught women from different parts of India to fight their toughest stains.

Ariel decided to let the product do the talking, by setting the stage for the Largest 1 Wash Laundry Lesson in the world to emphasize that women across the country can heave a sigh of relief when it comes to toughest



## एरियल ने महिलाओं को 1-वाश में सबसे जिद्दी धब्बों से मुकाबला करने का तरीका बताया



## Off The Shelf WATCH OUT FOR THE NEW PRODUCTS IN THE MARKET



## SAY GOODBYE TO TOUGH STAINS

Big and small screen beauties Raveena Tandon, Sakshi Tanwar, Madhoo and Rituparna Sengupta tried their hands at a Guinness World Record by inviting 282 women to witness Ariel's unmatched 1-wash technology. The four celebrities demonstrated how to get rid of the toughest stains, including food stains, by using Ariel. The 'Largest 1-wash Laundry Lesson' emphasised Ariel's superior technology which promises to wash away the toughest stains in just 1-wash, as compared to the minimum three washes required with any other detergent. Now, with Ariel, women across the country can heave a sigh of relief and get that perfect, fresh-smelling laundry they've always wanted.

## एरियल ने सबसे जिद्दी धब्बों से मुकाबला करने का तरीका बताया



एरियल ने सबसे जिद्दी धब्बों से मुकाबला करने का तरीका बताया। एरियल 1-वाश तकनीक का उपयोग करके, महिलाओं को उनके कपड़ों पर सबसे कठिन धब्बों को हटाने में मदद करने का तरीका बताया। एरियल 1-वाश तकनीक का उपयोग करके, महिलाओं को उनके कपड़ों पर सबसे कठिन धब्बों को हटाने में मदद करने का तरीका बताया। एरियल 1-वाश तकनीक का उपयोग करके, महिलाओं को उनके कपड़ों पर सबसे कठिन धब्बों को हटाने में मदद करने का तरीका बताया।



जिद्दी धब्बों से मुकाबला करेगा एरियल

एरियल और रवीना टंडन, साक्षी तनवर, मधू मधु ने एक नया रिकॉर्ड बनाया है। एरियल 1-वाश तकनीक का उपयोग करके, महिलाओं को उनके कपड़ों पर सबसे कठिन धब्बों को हटाने में मदद करने का तरीका बताया। एरियल 1-वाश तकनीक का उपयोग करके, महिलाओं को उनके कपड़ों पर सबसे कठिन धब्बों को हटाने में मदद करने का तरीका बताया।



## Record breakers

Raveena Tandon, Rituparna Sengupta, Sakshi Tanwar and Madhoo Shah came together at an event organised by Ariel in Mumbai last week. Several people came together and joined the celebs to attempt a world record of removing stains in the first wash using an Ariel product.

