



Ariel 'Real Champions'

Brief



- ▶ Ariel celebrates the role of women behind the success of champions
- ▶ Increase penetration of Ariel through taking Ariel from the minds of the consumers to their hearts. To be achieved by tapping into the biggest passion of India—CRICKET!
- ▶ Ariel has roped in Three Cricketers – Yuvraj Singh, Zaheer Khan and Dinesh Karthik along with their wives and mother to recognize the contribution that women make to the success of these champions

PR Objective & Strategy



PR Objective

- ▶ Position Ariel as a brand that recognizes the contribution that women make to the success of their families

PR Strategy

- ▶ Leverage credible influencers (Yuvraj Singh, Zaheer Khan and Dinesh Karthik along with their wives/ mothers to appeal to the Target Audience via media event
- ▶ Initiate High-Impact & content based exclusives with 1 / 2 Key Media

Concept



- ▶ To create national buzz, suggested the launch the ‘Ariel Real Champions Program’ that aims to pay tribute to the women behind successful champions
- ▶ Announce that Ariel has roped in Three of India’s Leading Cricketing Champions Yuvraj Singh, Zaheer Khan & Dinesh Karthik along with their mothers / wives specially for the program
- ▶ Invite the cricketers to present the ‘Ariel Real Champions Cup’ to the mothers to appreciate and honour them
- ▶ Invite the mothers / wives to share ‘Special Moments’ where they have played a key role in the success of the champions

Execution



- ▶ Influencer-led Press Briefing, at ITC Grand Central, Mumbai
- ▶ PR Launch Date: 10th July 2008
- ▶ Market: Mumbai

Key Photo-Opp



Presentation of the 'Ariel Real Champions' Trophy to the mothers / wives



Single Photo-Ops



Mothers / wives sharing special moments where they have supported the champions
Champions present a symbol of their success to their mothers/ wives

