

Own Those 5 Days



Situation

- In today's day & age, a woman is multifaceted and dons various roles. She undertakes many responsibilities and with her 'Be Unstoppable' attitude, ensures that she delivers to the best of her ability irrespective of the hurdles that come her way.

But what about those 5 days of the month? Even during those 5 days of the month, her journey involves taking thousands of steps towards her goals but instead she hesitates to do so. She restricts herself for 5 days every month which cumulates to 1500 hours every year and doesn't realize that this isn't merely just a pause; it's a step back and sometimes even a set back.

Challenge

- To change the existing mindset about periods and encourage women to not treat those five days of the month as taboo but instead own those five days
- To be the first ever sanitary napkin brand in India to encourage young female bloggers who have never before blogged about menstruation to write about the subject or talk about the importance of a superior quality sanitary napkin like the New Whisper Ultra

Strategy

PRODUCT PRE-SEEDING

In order to ensure that bloggers experience the product before they attend the event, we pre-seeded the New Whisper Ultra Hamper a month prior

CHOICE OF INFLUENCERS

Strategically curated the Whisper panel featuring Versatile Bollywood actress 'Kalki Koechlin', renowned gynecologist 'Dr. Nandita Palshetkar', Whisper R&D Expert 'Chetan Kotyalkar' and standup comedian Aditi Mittal to host the event. This generated much curiosity and excitement amongst bloggers for the event

DEMO ACTIVITY

Identified the importance of having the brand's R&D Expert to conduct a demo activity at the event to showcase the product's enhanced benefits and features

#OwnThose5Days CHALLENGE

To celebrate the spirit of being unstoppable during periods, curated a challenge comprising of physically driven fun activities giving bloggers ample engagement and photo opportunities

Result

- 50+ female bloggers across lifestyle, beauty, fashion, travel and food attended the 'Whisper Out Loud Blogger Hangout'
- The Hashtag #OwnThose5days was one of the top 3 hashtags that trended on Twitter on the day of the event
- Received 100+ Blog posts with our key messages generating 6.4MM impressions
- Received 500+ social media posts across Twitter, Facebook and Instagram generating 12.4MM impressions

