

# PANTENE PROOF NOT PROMISES



## THE PROBLEM

- With multiple hair care brands in the market today, Pantene was losing share of voice especially with the younger audience
- It needed to win back its proven superiority with the college-going girl and the young professional, to become their most favoured brand.

## OBJECTIVE

- To drive credible superiority and relevance and to ensure maximum brand recall with the younger target audience by establishing Pantene as the only shampoo brand that demonstrates proof of performance

## CREATIVE SOLUTION

### CLARITY OF INSIGHTS AND CREATIVITY

- Using the insight that the younger audience spends most of their time online, we leveraged innovative touch points and content to reach out to this young digital savvy audience. We conceptualized big execution ideas to highlight hair care brands making tall promises which they don't deliver on!

## STRATEGY & EXECUTION

- Using multiple touch points we aimed to encourage women to protest against the tall promises being made to them by various beauty brands and encouraged them look for proof instead and Pantene being the only shampoo brand that demonstrated proof of performance!
- We first drove engaging conversations on social media on the unique concept of #BeautyGraveyard. There are a number of beauty brands who make tall promises which they fail to deliver on! This leads to women hording tons of beauty products and creating a #BeautyGraveyard!
- In continuation with the #BeautyGraveyard pictures/stories that consumers sent us, we even used top Indian comedian Aditi Mittal to create a video on the "Shit Beauty Promises They Make" and leveraged this video on the online space to drive more conversations

To capture the attention of the target audience, Pantene organized an event with our Celeb influencer Parineeti Chopra and Pantene hair expert Coleen Khan. We conceptualized an interesting hair demo which was performed by our celeb influencer on stage. She showed the audience how to check for split ends in their hair, by demonstrating the ultimate test- the needle test! Pantene Hair Expert Coleen Khan helped to demystify hair care myths and false claims made by other hair care brands.

Pantene then hosted the first ever hair show named "The Proof Walk" to celebrate proof of great hair. We brought influencers, media and consumers all on one platform. Leading beauty bloggers from India who had personally tried Pantene and seen the proof of performance walked the ramp backwards to flaunt their tresses with our celeb influencer, Parineeti Chopra who walked the ramp as the show stopper!

## MEASURABLE RESULTS

- The highest media worth grossing campaign for Pantene delivering INR 24 crores (\$4.5MM) earned media with over 1Bn online impressions
- Increase in key brand fundamentals: Damage Protection Equity and Awareness
- Created exceptionally large share of voice through strategically driven conversations across social media platforms with an engagement rate of 33%

