



# MDA CALL FOR PROPOSAL

UNILEVER SINGAPORE | REXONA





## CALL-FOR-PROPOSAL SUMMARY

Rexona is looking for engaging content that resonates with teenagers aged 13-18 years old which inspires them to **DO MORE** and explore their passions without the fear of Sweat or Body Odour.

We are looking for content that will sit well with our local teenagers as part of a teens education programme. Hence, the content must not be alienating, off-putting and has to speak the local teen language.

We want Rexona to enable our teenagers to be able to **DO MORE WITH THEIR BFFs**.

The content should also include a small portion which educates the target audience on Rexona's ability to combat daily sweat and to provide odour protection. It should also allow us to **connect the online to the offline** as the brand continues its school invasion programmes to push higher levels of engagement and education. Ideally, the content should be of suitable length to deliver the message to teenagers who have a relatively shorter attention span, on communication channels where they spend most time on.

## BACKGROUND

### CATEGORY INFORMATION

The deodorant category is first split by gender, and then by format.

Unilever is relatively active in this category with brands Rexona and Dove where a lot of effort has been put into both penetrating the category and as well as uptrading consumers.

In addition, a large amount of market development work has been put in to educate consumers on why they should be using deos, using educational leaflets and sweat strip tests.

Market leader in this category is Beisedorf with the Nivea brand. Rexona is at lower price index to Nivea while Dove is priced higher.

### WHY DOES THE BRAND EXIST AND WHO WE ARE PURPOSEFUL POSITIONING

When sweat isn't an issue you can confidently push yourself to get more out of life.

### MISSION

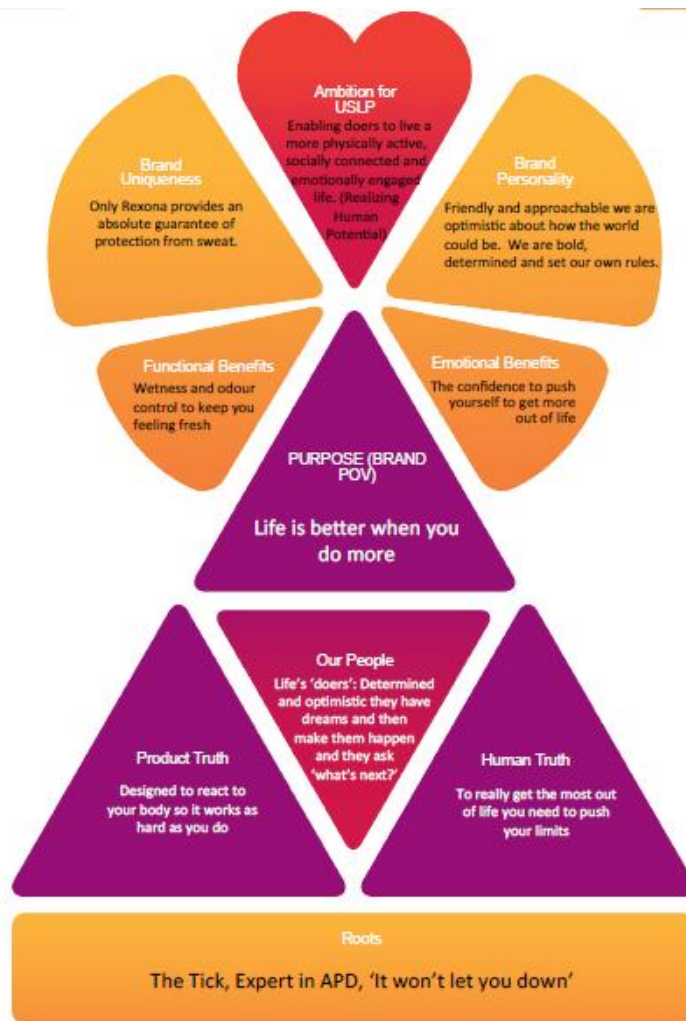
To be the brand of choice for 'doers' because we deliver protection that inspires and enables them to do more.



**IDEA**

For those that do, Rexona says do more, because we won't let you down.

**BRAND LOVE KEY**

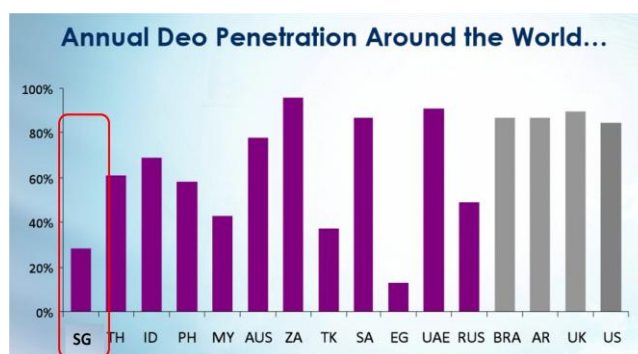


**WHAT ARE THE GAPS AND WHERE ARE THE OPPORTUNITIES?**

In the last 2 years, deodorant category growth and penetration has been slowing down/stagnant in the last 2 years (2010-2011).



We see a huge potential to grow the Deodorant category through recruiting new users as category penetration is lower (at 30%) as compared to other SEA countries.



During the 1st year of Rexona Relaunch (Aug 08 - Dec09), the brand has successfully driven both Category growth and penetration. Two possible success factors are as follows:

The increase of category penetration from 24.9% to 30% might be due to the distribution of Rexona test kits (educational pamphlets with sweat strips) to a 1 million households in Singapore.

Use of celebrity endorsement Elva Hsiao, could have contributed to aid Rexona in gaining awareness and credibility.

## TARGET AUDIENCE

They are at their teenage/puberty years (13-18 years old) and are undergoing physiological and social changes in their life. There is growing consideration to use an Anti-perspirant for the first time as they are also at the most active periods of their lives.

- She is experiencing many different changes (physical, sexual, emotional, and behavioural) in her life.
- She enjoys school because it's a place where she can bond and share experiences with girls her age.
- Her identity is very much linked to the group she associates with ("We're the funny/cool/pretty gang in school").
- She is vaguely aware of deo but has not tried it yet
- **She has also heard a number of myths about deodorants:**
  - ✓ "I heard it causes cancer."
  - ✓ "My mom says it causes dark underarms."
  - ✓ "I'm too young to be using a deo."





## Triggers

- Benefits of social acceptance/ connectedness/ popularity (+)  
Example of execution using influencers: <http://www.youtube.com/watch?v=CnTEq67fLMk>
- Unlocking Gatekeepers (Moms, teachers, friends, KOLs)

They currently do not use a deodorant, but most likely already tried some sort of fragrance product, i.e. Talc powder, body spray. They are very receptive to educational messages especially if the communication is interactive and emotionally relevant.

As a first time user, they will tend to be brand loyal so it is important to recruit them to Rexona early.

1. **Objective:** Build relevance of Rexona AP among new teens (puberty) to deliver life-long behaviour change.
2. **Strategy:** Positively the use of AP by showing that Rexona allows you and your friends to confidently do more and be more popular together.
3. **Takeaway:** My friends and I feel confident to do more because we have the all day protection of Rexona.

## TIMELINES

First draft proposal of Storyboard by **November 2013**

## DELIVERABLES

- Content which can be used as part of a 360° activation, from seeding to engagement to building brand love.
- Include snippets of Rexona School Programme on-ground activation in the video.

## WHAT IS THE KEY ROLE OF THE CONTENT

Associate Rexona with Confidence and 24 hr Sweat and Odour Protection to enable teens to DO MORE with their BFFs.

## UNILEVER CONTACT POINT FOR BRIEF

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**KEY MEDIA TO BE DISTRIBUTED ON**

- YouTube (both Desktop and Mobile)
- Facebook (both Desktop and Mobile)
- Must be built for both iOS and Android
- Other common video / rich media ad units

