



# MDA CALL FOR PROPOSAL

UNILEVER SINGAPORE  
DOVE MASTERBRAND





## CALL-FOR-PROPOSAL SUMMARY

### **COMFORT vs. BAD SMELLS!**

Comfort Fabric Conditioner is seeking engaging content (video, audio, games, apps) which can showcase the benefits of using Comfort to beat bad smells.

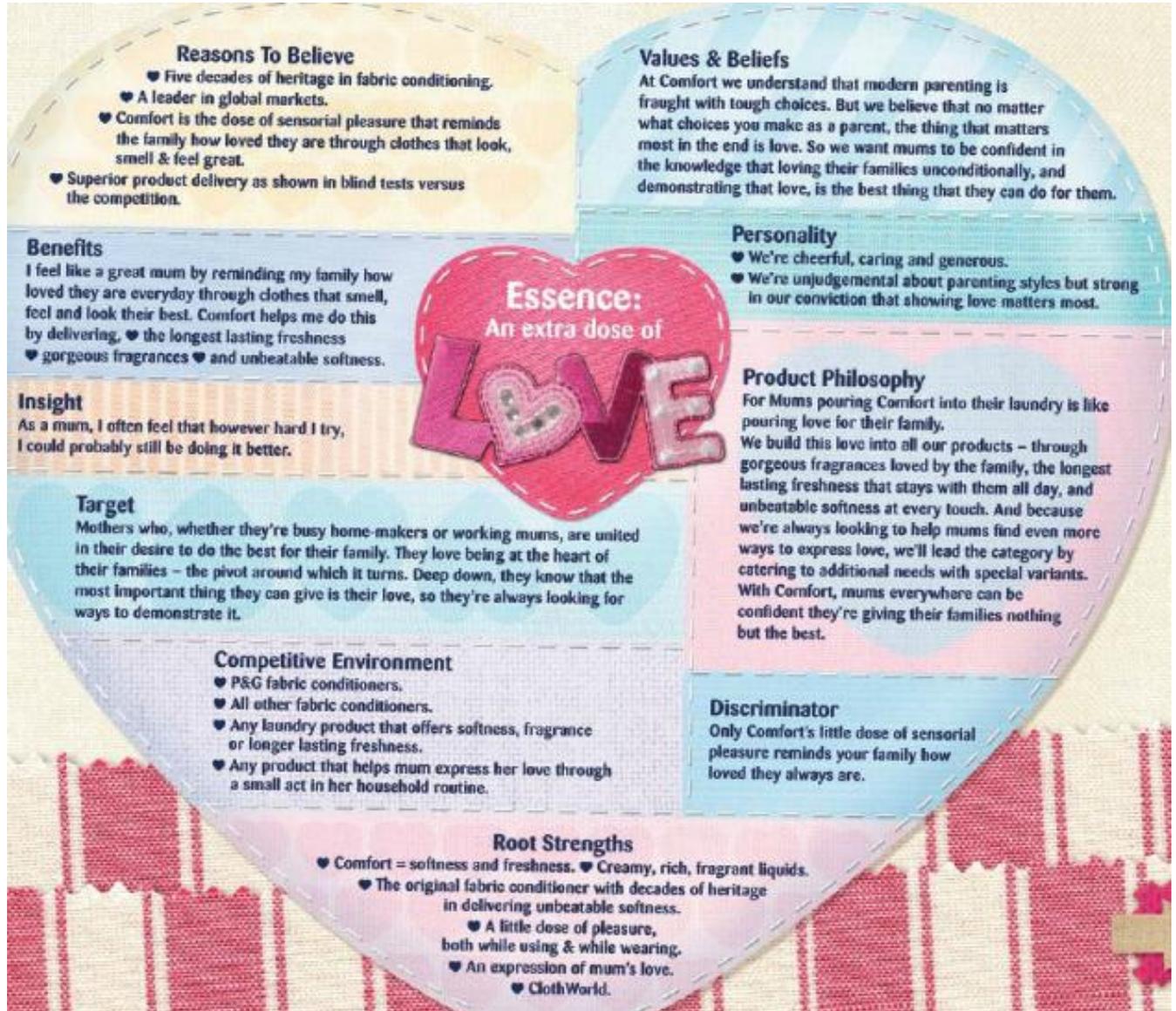
The brand seeks to drive awareness through South East Asia, that only Comfort Fabric Conditioner can keep your clothes fresh and protected even in the 5 toughest smelliest situations e.g. food court smells (oily foods – sambal/wok smells, durian etc), cigarette smoke, pollution, sweat & musty smells.

## **BACKGROUND**

### **UNDERSTANDING THE BRAND**

Launched in the UK in 1969, Comfort is the world's first and leading fabric conditioner. It's a product used after washing clothes with detergent to leave clothes fragrant and extra soft. Throughout the years using Comfort in the laundry has been seen as sign of 'mums extra dose of love' by the action being an additional step in the laundry and a way a mum can show extra care for the family's clothes.





## ROLE OF EXECUTION

Drive awareness of Comfort's new proposition: 5 in 1 Freshness – Protection from 5 malodours.



These videos inspired the team as they showcase the products benefits in a unique, humorous way. Its taking the everyday use of standard household products but showcasing them in a wacky over the top way where you land the product benefits clearly yet entertain the audience.



## TARGET AUDIENCE

Wahidiah, 35, Housewife in KL

I am a mother to 3 wonderful kids and I live with my husband in PJ KL. My life revolves around my family and my typical day starts early at 4am to prepare breakfast for my husband and kids and to get them ready for the day ahead. The majority of my morning is spent doing the laundry and cleaning the house. My husband is a factory production manager and my kids are very active, so there are a lot of dirty clothes to wash every day and I sometimes need to do 2 loads in one day in my washing machine. I want to make sure my family's clothes are always clean and fresh so they feel comfortable and have confidence to face the day ahead amongst their peers.

My spare time ("me time") is normally mid afternoon (when my kids go for religious classes) and late at night (when the kids are asleep) when I will spend time on FB, watch some videos on YouTube and watch TV. I normally find out about new things through visiting the hypermarket, TV and also from friends.

## TIMELINES

Q4 2013/Q1 2014

## WHAT IS THE KEY ROLE OF THE CONTENT

Create awareness of Comfort's new proposition (refer to description under "Role of Execution").





## UNILEVER CONTACT POINT FOR BRIEF

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