Title of campaign: Generation Z chooses Rexona
Brand / advertiser: Rexona / Unilever
Media Agency: Initiative Russia
Creative Agency: 12 Digital
Awards:

- Influencer Marketing - Bronze

Campaign video: https://youtu.be/KLaYTuVN-O0

Campaign Summary

How do you engage a younger audience with an emotionless deodorant category? Being a deodorant leader among adults, Rexona ventured on a mission to support the desire of teenagers (14+) to take care of themselves and introduced deodorants for GenZ. By choosing the brand's most suitable ambassador, and implementing a communication campaign landing the brand's purpose, Rexona attracted the younger audience into the category, gaining 2% market share, expanding penetration by 240 bps and almost doubling Rexona female deodorant growth vs market average (4.8% versus 2.5%). Relevant activations and platforms helped reach over 58% of the target audience, using only digital channels.

Objectives and Strategy

The key objective was to ensure teenager engagement with the brand by building brand and product knowledge and awareness among teenagers The strategy was to create a communication campaign and to do so Rexona used the following insight: bloggers are idolised by GenZ, teenagers copy them, they want to look like them and use the same personal care products.

Execution and Media

The launch was focused on promoting active lifestyles among GenZ. Rexona cooperated with a most relevant ambassador - top blogger Katya Adushkina, a graduate of Todes dance school and a singer. She is active, committed to a healthy lifestyle and motivates her followers and subscribers to self-improvement.

- The launch was supported by direct advertising, activations, and native integration. The key communication channel was digital.
- Katya recorded a song "Every Day," emphasizing Rexona's positioning.
- A 2.55 min video was released on Katya's YouTube channel: Rexona's branding is noticeable, and the product is natively integrated.
- The TikTok app was used to launch #RexonaChallenge dance competition based on the recorded song.
- The launch was supported through RexonaBox posts, stories and giveaways on Katya's Instagram, and YouTube channels to promote the dance camp, where teenagers used Rexona.
- Rexona sponsored a popular dance studio 'Protantsi' (Prodancing). The studios were branded by Rexona, master classes for teenagers took place, supported via social media accounts of popular choreographers.
- The launch was supported by GenZ bloggers on Instagram.
- Online videos, banners, social media with a focus on sports, dancing, hygiene, relationships, school, movies, which allowed the brand to appeal to the main interests of the target audience.

Creative

Modern teenagers are overloaded with their daily routine: school, homework, extracurricular activities. They want to brighten up their life and look for new adventures. Friendship, support and communication are highly valued by teenagers. Healthy lifestyle, sports, individuality and uniqueness are trending more than ever. Dance culture is gaining momentum, new mobile applications are being created to help users produce music videos and show off their skills.

Results

- The campaign accelerated the growth of Rexona Female (+4.8%) versus the overall female deodorant market (+2.5%) (Nielsen, VAL, MAT September`19).
- We attracted the teenage audience to the deodorant category, expanding penetration of Rexona female (+240 base points) versus overall female deo market (+141 bps) (GFK Q2`19).
- Market share (Rexona Teens): 2% (VAL, Q3`19) vs. target – 1.5%.
- Weighted sales distribution (Rexona Teens): 54% (WSD_max, Q3`19) vs target - 45%.