

# Case Study

Rexona



**Client:**  
**Rexona**

**Media:**  
**Right Angle Street Furniture in Dubai**

## CAMPAIGN OBJECTIVE

Increase share of voice of Rexona

## CREATIVE BRIEF

Noor, a famous Arab movie star, has been signed on to endorse Rexona. Her image and the reminder to use Rexona everyday should be the main focus of the artwork

## TARGET AUDIENCE

Arabic speaking women

## CAMPAIGN DURATION

4 weeks (May – June 2009)

## MEDIA WEIGHT

40 Bus Shelters (4 circuits)

## CAMPAIGN STRATEGY

As Rexona wanted to increase their share of voice, they chose a higher number of bus shelters for this campaign. The forty bus shelters were spread evenly throughout Dubai.

## OUTCOME

This campaign helped Rexona achieve higher share of voice and greatly increased awareness.

