

## Dettol Disinfectant Spray Launch

Start: 13 Dec, 2019 - End: 22 Dec, 2019

### Brief

Dettol India is launching a new product in the market - Dettol Disinfectant Spray.

- It is a revolutionary product – best in class globally
- Works across hard and soft surfaces (toilet, sofa, pillow, bed, table etc.)
- Kills 99.9 % bacteria and viruses
- Kills cold and flu virus including H1N1 virus
- No need to wipe

### Why?

Mothers have a perception that if any surface inside their home is clean, it is germ-free as well. But enough after thorough cleaning of surfaces, there still are a lot of germs which cause various diseases. This is also due to the abrupt changes in the environment. Hence, this calls for an update in the mother's hygiene ritual.

### How?

Dettol India plans to launch it in 2 phases.

In the first phase – we want to establish that clean does not necessarily mean germ free and for this we are taking the route of myth busting. By the end of this phase, we should have shaken the mother out of inertia that even the clean looking surfaces inside her home could have germs and hence she needs to do something about it. The reactions will be that of shock, questioning, helplessness.

Second phase, as a brand – we will empower her with a solution. Launch Dettol disinfectant spray and explain the benefits – format, ease of use, efficacy and also emotional pay off.

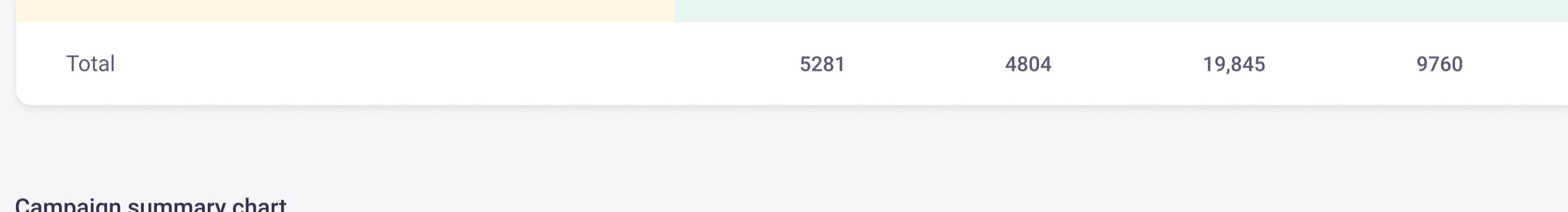
Influencers need to participate in the campaign journey in the 2 different phases."

### Objective

To increase awareness for the new product Dettol Disinfectant spray. In phase 1 we need to create education that Clean does not mean germ-free. In Phase 2 increase education for Dettol Disinfectant Spray features and benefits. Increase Overall category conversations and Dettol conversations.

Keywords tracked:

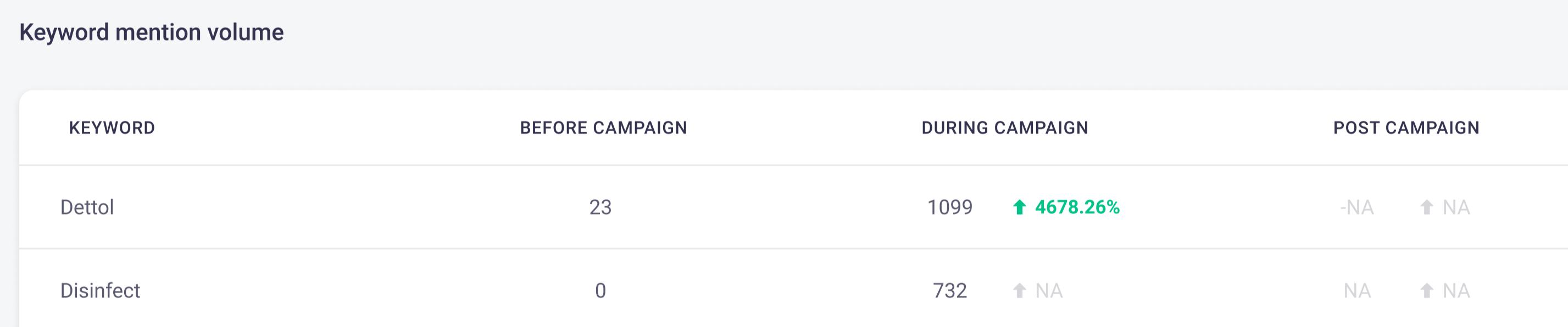
### Campaign stats



### Campaign summary

Campaign period			Campaign metrics			
	START	END	REACTIONS	COMMENTS	ENGAGEMENT	ENTRIES
Pre-launch	13 Dec, 2019	15 Dec, 2019	730	1076	9789	7983
Launch	16 Dec, 2019	18 Dec, 2019	2956	2430	6347	961
Post launch	19 Dec, 2019	22 Dec, 2019	1595	1298	3704	816
Total			5281	4804	19,845	9760

### Campaign summary chart



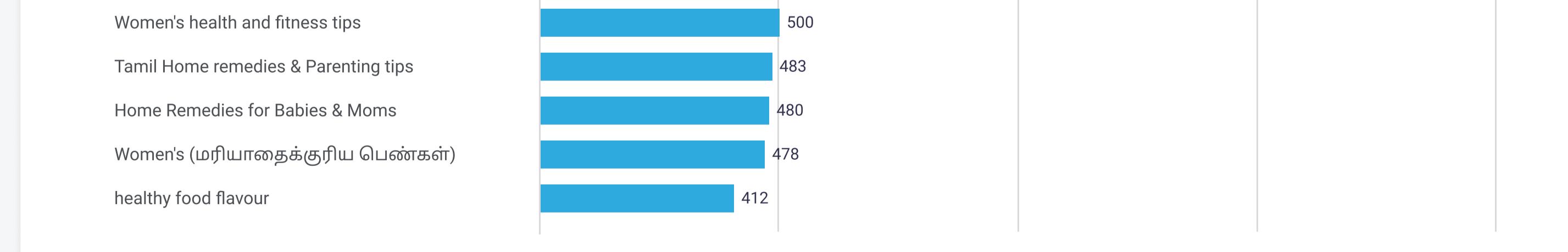
### Platform report

PLATFORM	POSTS PLANNED	POST DONE	REACTIONS	COMMENTS	ENGAGEMENT
Facebook	180	192	5281	4804	19,845
WhatsApp	750	918	NA	NA	NA
Total	930	1110	5281	4804	19,845

### Keyword mention volume

KEYWORD	BEFORE CAMPAIGN	DURING CAMPAIGN	POST CAMPAIGN
Dettol	23	1099 <span style="color: green;">↑ 4678.26%</span>	-NA ↑ NA
Disinfect	0	732 <span style="color: green;">↑ NA</span>	NA ↑ NA
#CleanIsNotGermFree	0	234 <span style="color: green;">↑ NA</span>	NA ↑ NA
#SprayOnGermGone	NA	600 <span style="color: green;">↑ NA</span>	NA ↑ NA

### Keyword mention volume chart



### Top 15 Engaging Communities



### World cloud for Dettol DDS

