

Rexona:

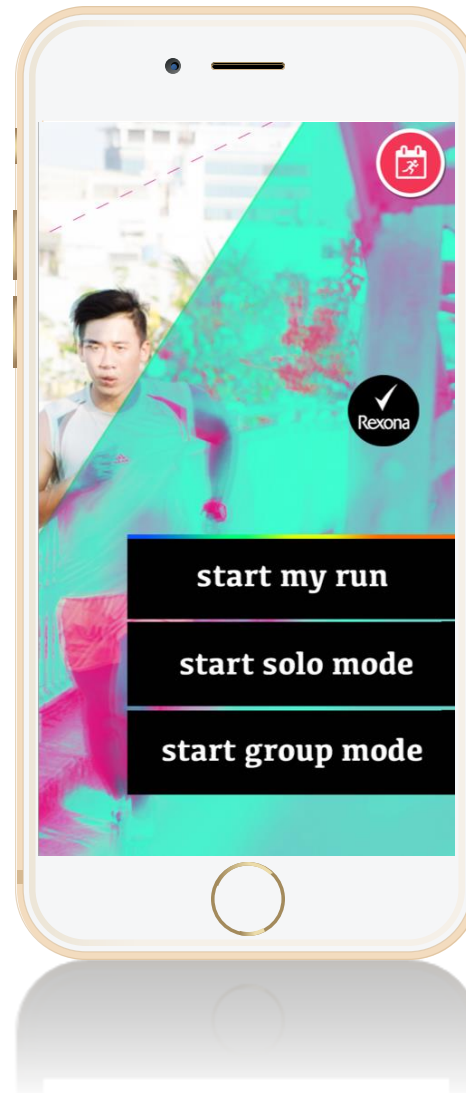
Rexona Run

How does an age-old deodorant product revitalize its stale relationship with users while also giving more reasons for product consumption?

To target runners, we developed an app that helps runners connect with each other through a unique feature. The app suggests running routes, allowing users to "draw" their messages on a map as they run. For longer routes that are too extensive for a single runner to complete the drawing, groups of runners can collaborate, with each person "drawing" a part of the message.

Dynamic fun and games between both with other users and brand via challenges was fueled by **Geolocation** and **Data** leveraging via our **CRM** capabilities.

<https://youtu.be/II1OeDYmSOc>



3 million

DOWNLOADS

With almost 35% from earned and organic mediums. WOM was a key driving force

97%

GROWTH

Quarter to Quarter business growth, product sales almost doubled



2016 MMA smarties awards

Silver Winner: Mobile app

Bronze Winner: Brand awareness

Bronze Winner: Cross media/Cross mobile integration

TECH IN USE

Input

1. Type in your message.
2. App recommend routes which needed to be completed for your message.



Processing

1. **MapKit** (iOS & Android) to show the Map.
2. Store user footprints whenever they run (**geo coordinates**) so they can pause the run and comeback later .
3. Use **Kalman Filter** to smoothen coordinates to draw lines has been made by runners.



Output

Messages which has been completed by running are drawn onto runner's map (as well as all runners 's map who cooperated to draw their message by joining a group)