



REXONA FOR GENTLEMEN WHO CARE ABOUT THEIR GALS

By Team Cascadia



THE DURIAN EFFECT

When its very good for you, but you
can't get close enough to notice
because it smells horrible.



FOR GUYS

KEY EXTRACTS FROM THE QUESTIONNAIRE

1. When do you sweat?
2. What do you use to combat body odour? Why did you choose it?
3. How often do you use?
4. You would be more embarrassed if a man/woman told that you stink? Why?
5. Has your girlfriend ever complained about your body odour ?
6. How self conscious does your BO make you feel when with your girlfriend?
7. How self conscious does your BO make you feel when with your friends?
8. How self conscious does your BO make you feel when you are meeting new people?
9. What are the reasons for your preferences in the previous three questions?
10. What do you think women are looking for in a man?

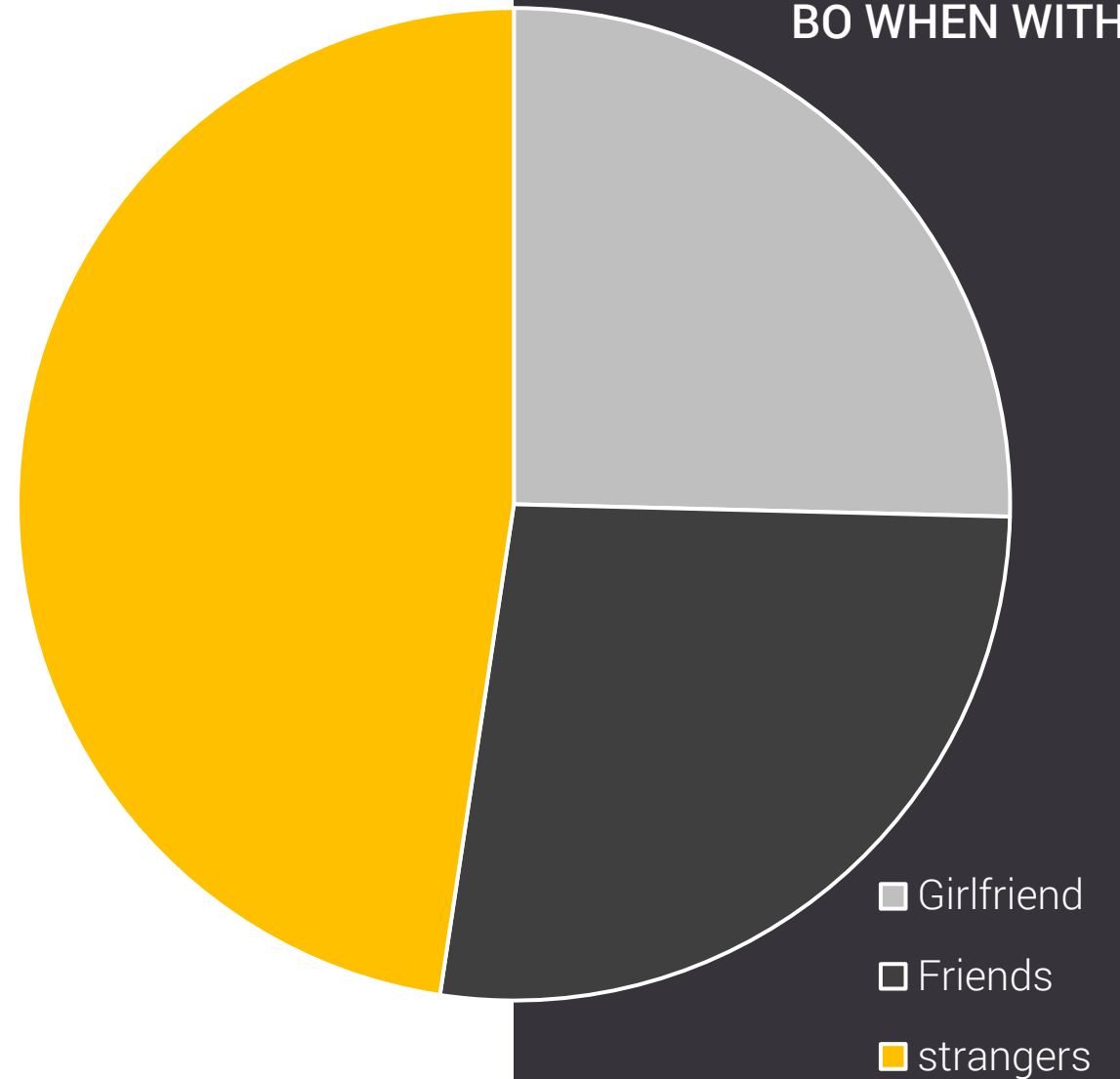
FOR GIRLS

KEY EXTRACTS FROM THE QUESTIONNAIRE

1. How often do you use deodorant/ perfume?
2. Is body odour in public places an issue for you?
3. Is it more bearable if it's your boyfriend?
4. Would you confront your boy friend about his body odour?
5. Have you ever confronted your boy friend about his body odour?
6. What do you look for in a man?

MARKET FINDINGS

- Men are more self conscious about their BO when meeting new people .
- There is a difference in what women expect of men and what men think is expected of them.
- Most women aren't willing to confront their boyfriends about their B.O, most men also say that they haven't had complaints from women
- However women are disgusted by male BO.



Research Finding

Most guys are more self conscious about their B.O when they are with their friends or when meeting new people as opposed to their girlfriends



1. Because they think their girlfriend doesn't care about their B.O



2. Because B.O comes with sweat and sweat is perceived as masculine. And the T.G assumes girls love masculinity.



3. Because of the social gap between genders there exists misconceptions among men about what women are attracted to.

INSIGHT

5 Why Process

MEN'S B.O IS A WOMEN'S ISSUE

5. Because its her burden to bear



4. Because women are not made to feel comfortable about speaking of sensitive topics like men and their B.O





THE CAMPAIGN

Rexona would introduce a **2 Phase** marketing campaign overtly aimed at women, whilst in truth the campaign would be geared towards the TG of 18-25 year old males.

PHASE 1



Introducing a series of ridiculous solutions for women **to free themselves from the pain of their boyfriend's B.O.**

This would **create awareness and educate** men regarding the issue – and shame them into taking action

MANSENSE

Incense sticks that automatically light up when exposed to male B.O. Available in a variety of smells.

Targeted audience

490,000

Daily Reach 4,200
(minimum) for 1\$

SCENTED UMBRELLAS

Comes in the unique scents of BeraLake, Bloemendhal, to overpower the aroma of your better half so both of you can enjoy your stay under the umbrella

BEAUTY NOSE CLIP

A nose clip that covers your nose thereby preventing you from smelling B.O. It will also give you the perfect nose.



1st April 2017

April Fool's Day



DURIAN HELMETS

Helmets that protect you from the dangers of the road and the stench of that guy you are hugging. Has a replaceable piece of durian stuck to the visor.



COLD SOLUTION

A genetically engineered virus that gives women a cold to prevent them from smelling the BO of men.



PHASE 1

Amateur videos showcasing the new inventions, supported by still images will be posted on a Facebook Page boosted to the T.G



Ladies! tired of not getting
close to your man because
of his body odour?

Introducing the Deo-brella.
The umbrella infused with
the only scents we could find
in Sri Lanka strong enough to
drown out your boyfriends'
sweaty smell.

Simply open and enjoy!

*Available in a variety of scents
such as:*

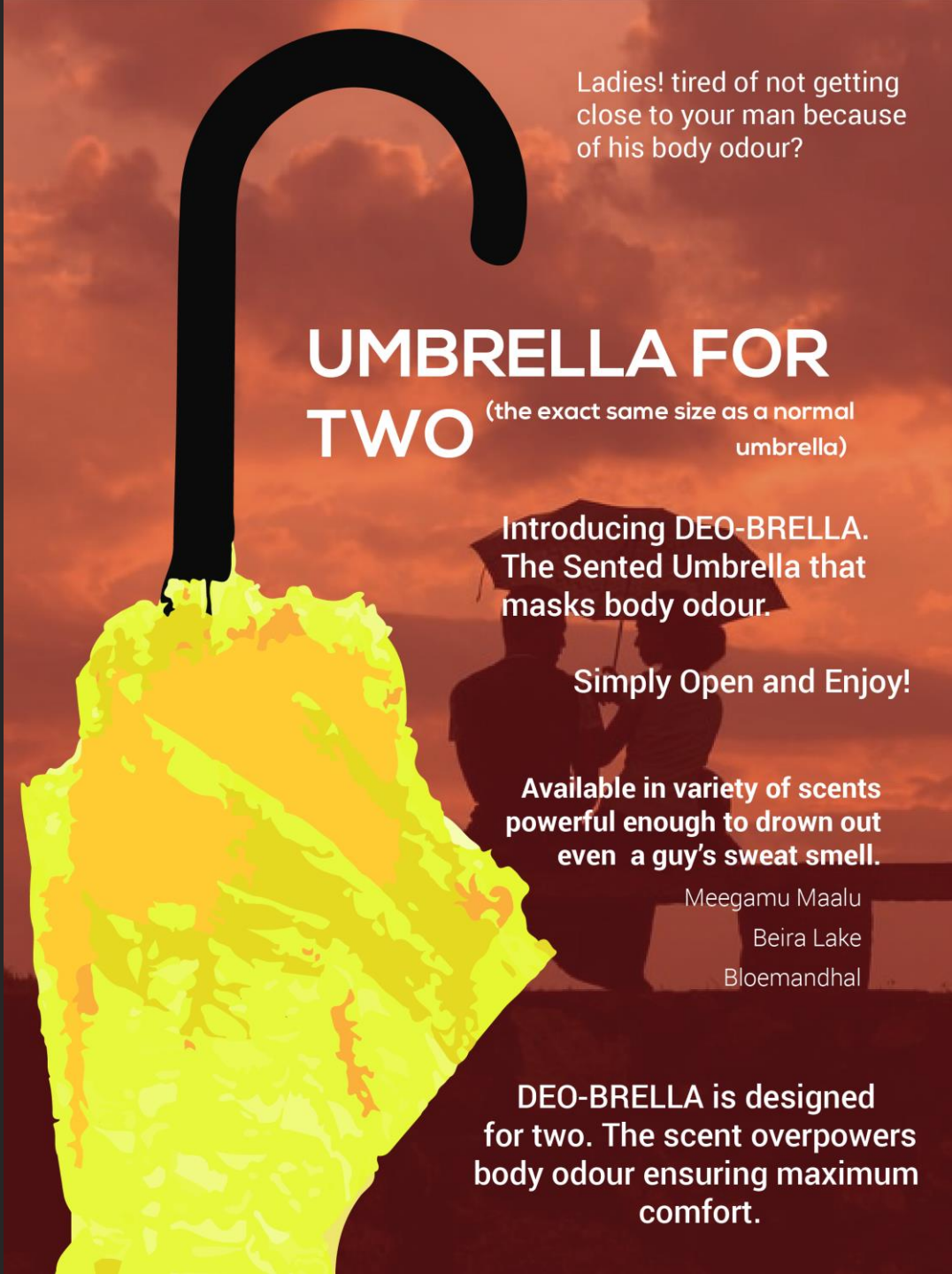
Meegamu maalu

Beira lake infusion

Bloemndhal garbage aroma



SAMPLE
IMAGE POST



Ladies! tired of not getting
close to your man because
of his body odour?

UMBRELLA FOR TWO

(the exact same size as a normal
umbrella)

Introducing DEO-BRELLA.
The Sented Umbrella that
masks body odour.

Simply Open and Enjoy!

Available in variety of scents
powerful enough to drown out
even a guy's sweat smell.

Meegamu Maalu

Beira Lake

Bloemandhal

DEO-BRELLA is designed
for two. The scent overpowers
body odour ensuring maximum
comfort.

SAMPLE
FACEBOOK
IMAGE POST

PHASE 2

User-generated content that will generate talkability about the brand. Will also get new users to **trial Rexona**

PHASE 2

CHALLENGES BEGIN

Ladies will kick-start the campaign by tagging their boyfriend to the Challenge, as well as another female friend to challenge her boyfriend.

Who's boyfriend does it better?

- Choose from the given list of challenges, or get creative.
- Submit a video of you fulfilling the challenge to the Rexona Facebook page.
- All challenges should begin with you posing with a bottle of Rexona in the same place.

Prove your Love will be a Social media challenge from Rexona challenging the girls to test their assumption – **"he would do anything for me"**.

Men would be actively encouraged to step up and prove their love for their women. Also the rules of the game facilitate **Trial**.

31st April 2017

CHALLENGES

Kukula Wannama

Do the chicken dance in a crowded public area

Parkour Showdown

Perform parkour on landmarks around Sri Lanka

The Man-Skirt

Run 1 kilometer along a busy street wearing a sarong in under 8 mins

The Kevum Juggler

Pick out three (min) of your fav. Kevum from your mom's freshly cooked batch of avurudu treats, and juggle them for at least 30 secs.

Nai Kochchi

How many of sri lanka's hottest chillie can you stomach in under 30 seconds?

Prizes

- **Rs 10,000** voucher from Uptown Kandy,
- **Rs 2500** voucher from FlavouRED, Cinnamon Red
- **2 Movie tickets**
- **110 Consolation Prizes** of Rexona for both parties

31st June 2017

FINALE

The campaign will conclude with a Dinner Dance attended by the Top Ten contestants from each challenge as well as the best from the open category along with the media.

The Prizes will be given away at a dinner dance. Consolation prizes of Rexona will be given at the event.

**TIMELINE
FINISH**

FINALE

An event attended by a selected crowd and press. This will **generate PR** for the campaign.

Free samples given to the attendees will also be **trial**.

Summary

- Men's BO is a woman's issue – when a man stinks, it's the women around him that suffer the most
- Until now, speaking up against a man's stench has been taboo in Sri Lanka
- This has led to the misconception among men that the stench of sweat is part of their masculinity and women look up to it
- Women must be the catalyst in changing the status quo
- Rexona highlights this problem through solutions aimed at women – thereby educating the men
- In phase 2 men are asked to prove that they care for their better half by completing challenges and actively easing the burden on the women by making the switch to Rexona.
- The campaign is concluded through an event where men have understood the effect of their BO on their girlfriend, and have earned rewards for their lady, thereby proving that they care.

MEN'S BODY ODOUR IS A WOMEN'S ISSUE

THANK YOU

By Cascadia