

Dettol - Movie Brand Partnership



CLIENT:



OVERVIEW:

Generate awareness of Dettol's new product No Hand Touch Wash using a relevant incentive with wide coverage across Australia and New Zealand.

SOLUTION:

Customers who purchased the participating product received a unique code which took them to a customised website to claim their ticket. On Dettol's website, customers were also asked to complete a survey providing Dettol with key information about their customer demographic.

BENEFITS:

- Generated 10,000+ entries
- Sales significantly exceeded expectations
- Appealed to 'Mums' by leveraging the blockbuster children's film Ice Age 4
- Received market research from target demographic

