

Parent's Day Campaign 2018

ΔΕΣ
ΤΗ ΖΩΗ
ΚΑΘΑΡΑ

Dixan

.....It's a lifestyle, not a strategy!

Our Values....

**1st Laundry detergent
in the market**



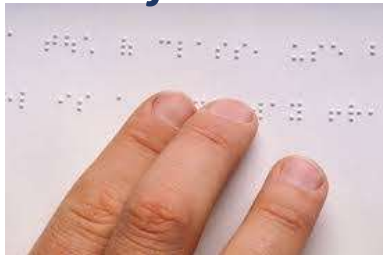
Greekness



Innovation



**Accessibility
for all**



Safety First



Family



Dixan

Our Approach to Target Audience



- S**eparation from work.
No marketing mindset. We get into consumer's shoes
- O**bserve
We observe the content that moves consumers to take action
- U**nderstand
We listen to consumer's needs, not only respond to them
- L**eave an impact
We create **memorable campaigns** that strike a chord within the audience.

Kate Middleton
after giving birth



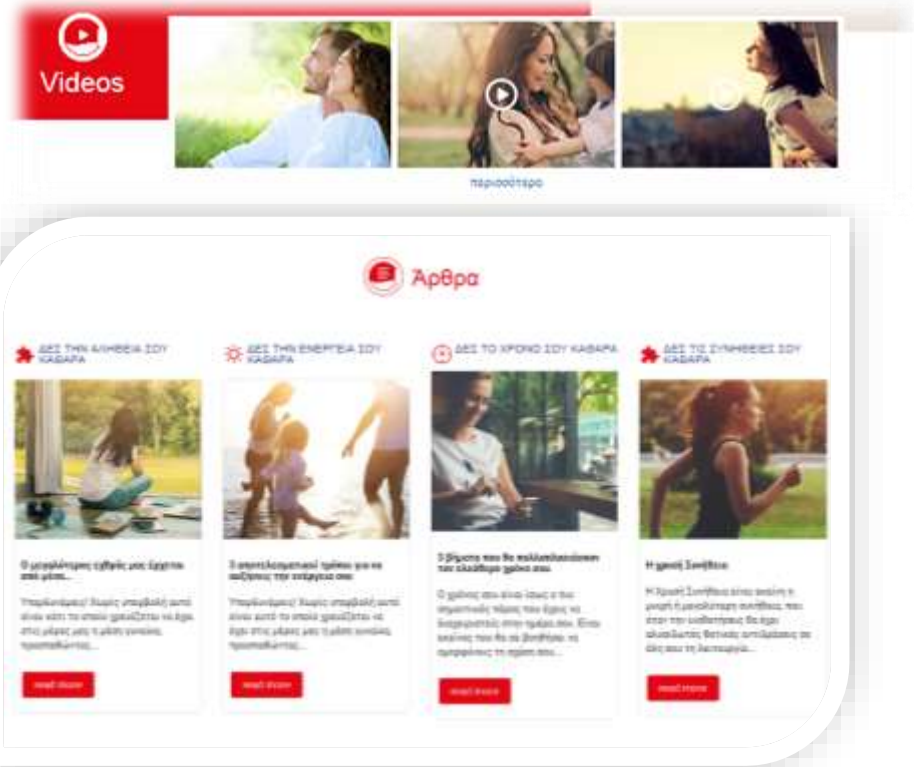
The Brand's Manifesto

**ΔΕΣ
ΤΗ ΖΩΗ
ΚΑΘΑΡΑ**
Dixan

You are enough! You matter!
Take life as it is and cherish every moment

Our website
www.destizoikathara.gr

Life coaching & find your purpose
guide



Breakthrough Brand Moments

World Breast Cancer Day Print Ad



Leverage the community

Provide Daily Inspiration



Taking it a step further...

Real People

True Stories

Create a brand moment.....

For World Parent's Day we exploit a dominant insight among parents.....

PARENTS DO LIE

It's a matter of survival!



We are empathetic with our audience

ΔΕΣ
ΤΗ ΖΩΗ
ΚΑΘΑΡΑ
Dixan

- Content as a welcome interruption
- Release people from guilt
- Offer them incremental and improve their life
- **Don't be emotional, be emotive!**

The results...

**ΔΕΣ
ΤΗ ΖΩΗ
ΚΑΘΑΡΑ**
Dixan

Video Views



410.000 views

Engagements



4.200 reactions,
shares, comments

Average duration



2:00 min (!!)

**People will forget what you said
People will forget what you did,
But people will never forget how you
made them feel.....**

Maya Angelou