

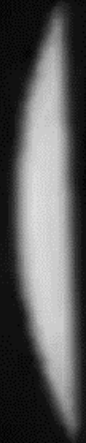


Disruptive communication in a traditional category

Panos Tasioulis – Henkel Hellas

Back in 80's..

Aetisiomati



..from then on, there was a communication “hole”.



1983

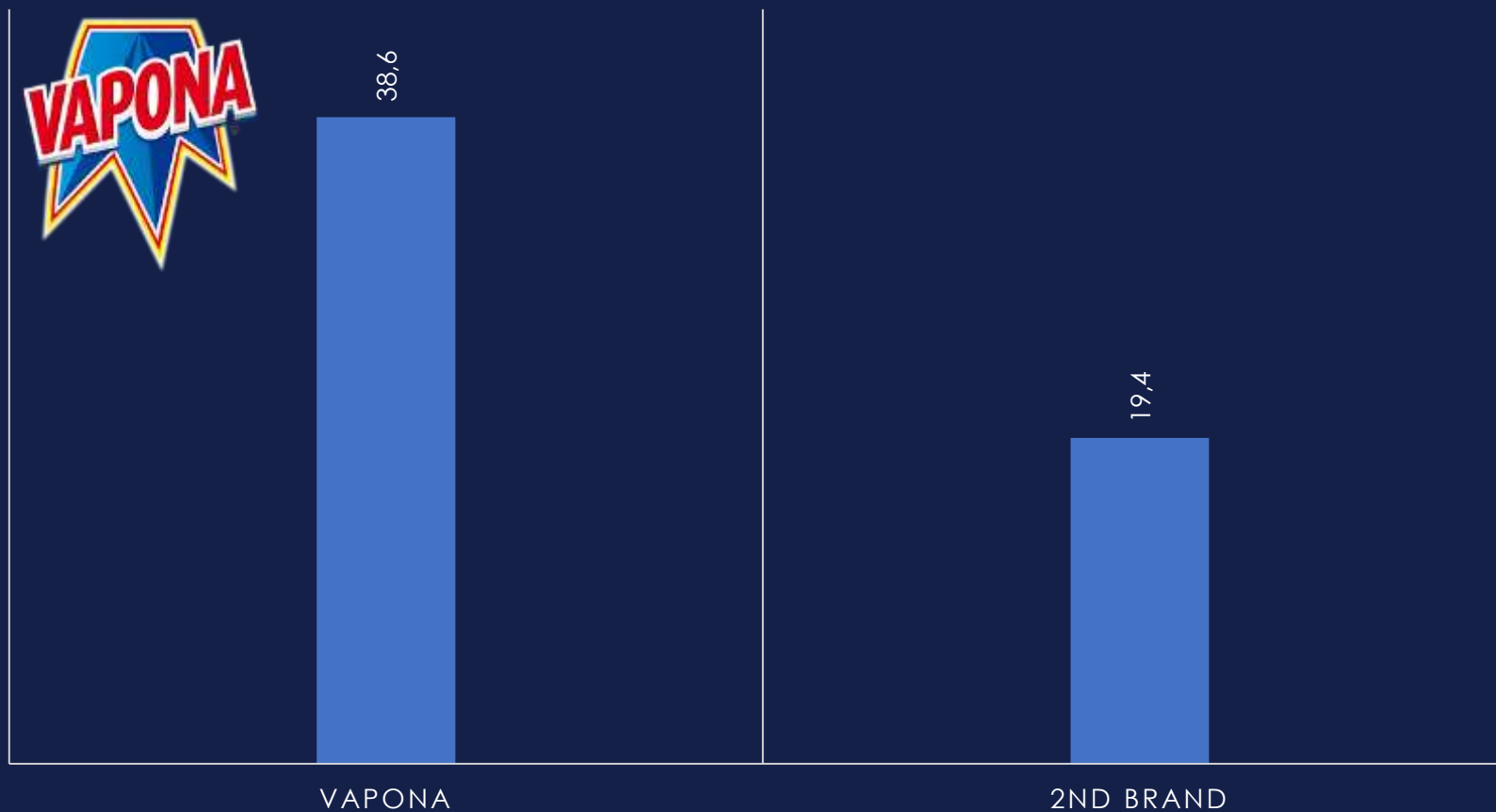


2018

..although when talking about anti-moth brands, Vapona is the answer!



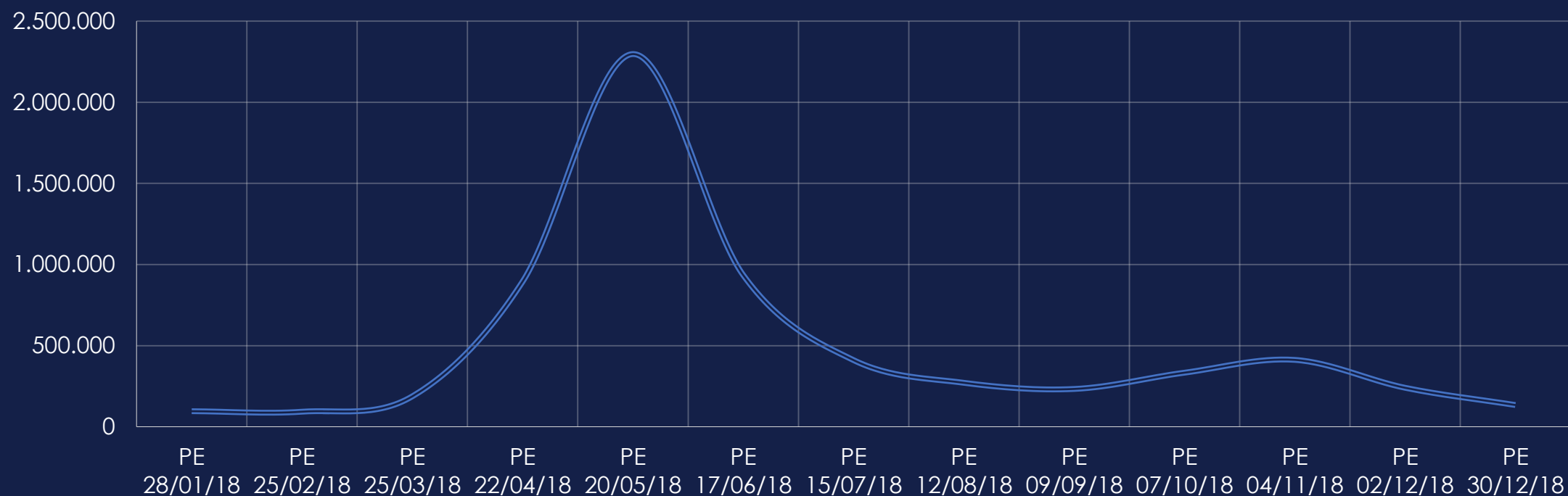
%VMS IN 2018



Competing in a purely seasonal category..



MOTH INSECTICIDES VALUE SALES



In 2018 the idea was to cover the communication “hole”..



HOW



The web series and the targets..



ΤΡΥΠΑ ΤΟΥ ΑΝΕΞΗΓΗΤΟΥ

Targeting to:

- Increase brand awareness
- Build on brand loyalty
- Educate consumers in funny and disruptive way

Who was the protagonist of the series?



Zisis Roumbos is one of the greatest Greek stand up comedians and he was the protagonist of the series.

In a funny and educative way describes that the only solution against moth is ..**Vapona!**

Participating in 3 episodes..



Episode no1

Η αόρατη απειλή



Episode no2

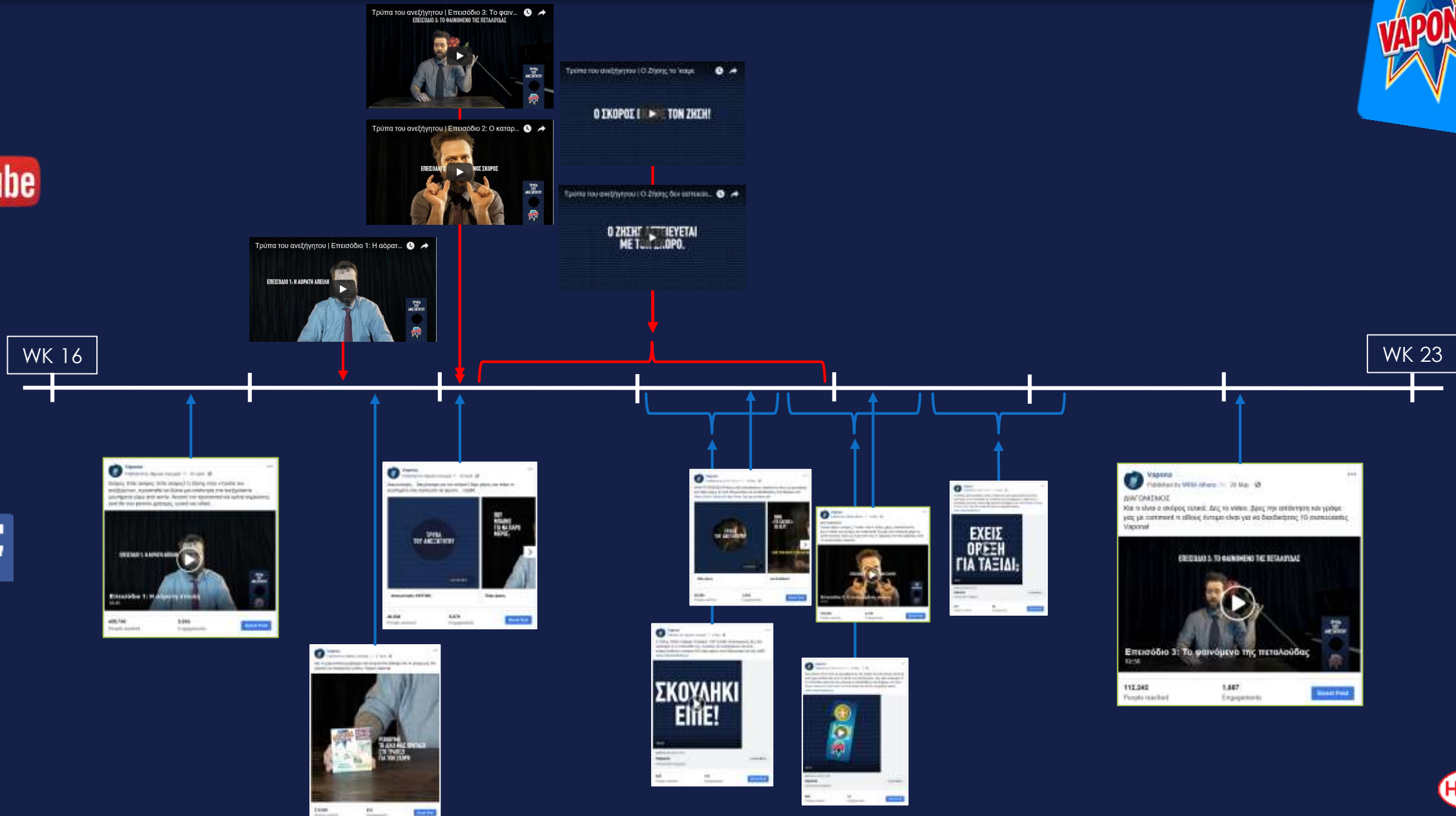
Ο καταραμένος σκόρος



Episode no3

Το φαινόμενο της πεταλούδας

The implementation plan based on category's seasonality..



..while a microsite developed to support the series together with a unique contest!



minenoxleiste.gr



Η «Τρύπα του ανεξήγητου» έκλεισε.
Το ίδιο και ο διαγωνισμός μας!



ΤΙ ΣΥΜΒΑΙΝΕΙ ΜΕ ΤΟΝ ΣΚΟΡΟ;
ΓΙΑΤΙ ΠΟΤΕ ΚΑΜΕΙΣ ΔΕΝ ΤΟΝ ΘΛΕΠΕΙ;
ΠΟΥ ΒΡΙΣΚΕΤΑΙ ΟΤΑΝ ΔΕΝ ΕΙΝΑΙ ΣΤΗΝ ΝΤΟΥΛΑΠΑ ΜΑΣ;

ΣΟΥ ΕΧΕΙ ΓΙΝΕΙ ΕΜΜΟΝΗ Ο ΣΚΟΡΟΣ;

Ο Ζήσης απαντάει σε αυτά και σε πολλά ακόμα
ανεξιχνίαστα ερωτήματα γύρω από αυτόν.
Μάθε κι εσύ πώς μπορείς να απαλλαγείς.



ΕΠΕΙΣΟΔΙΟ 1: Η ΑΟΡΑΤΗ ΑΠΕΙΛΗ



ΕΠΕΙΣΟΔΙΟ 2: Ο ΚΑΤΑΡΑΜΕΝΟΣ ΣΚΟΡΟΣ



ΕΠΕΙΣΟΔΙΟ 3: ΤΟ ΦΑΙΝΟΜΕΝΟ ΤΗΣ ΠΕΤΑΛΟΥΔΑΣ

The metrics..



YOUTUBE & FACEBOOK:

389.245 VIDEO VIEWS

948.714 PEOPLE REACHED

2.902.719 IMPRESSIONS

7.985 LINK CLICKS

MICROSITE:

5.794 UNIQUE USERS

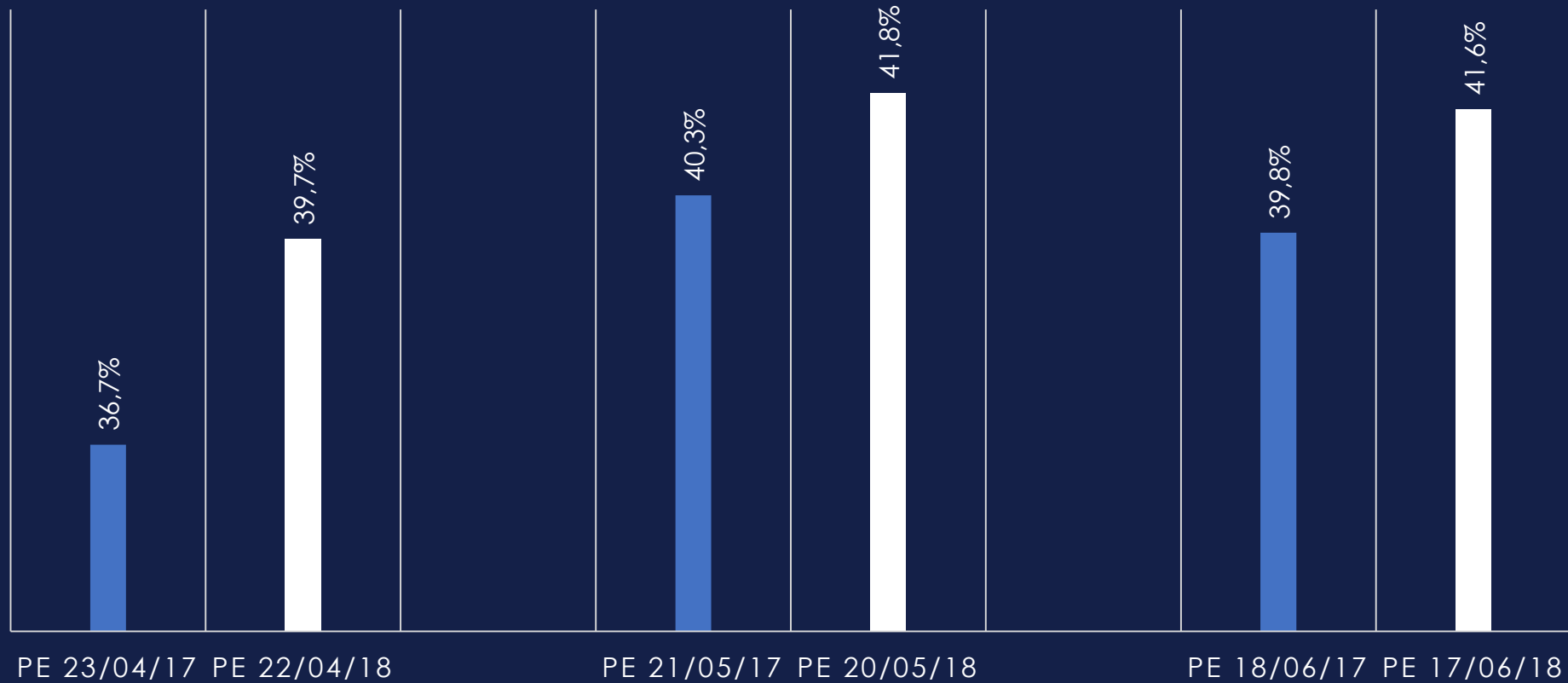
7.908 PAGE VIEWS

506 PARTICIPATIONS

The market share impact..



VAPONA VMS 2017 VS 2018



..and the prize!



Bronze prize
Best Content in social media

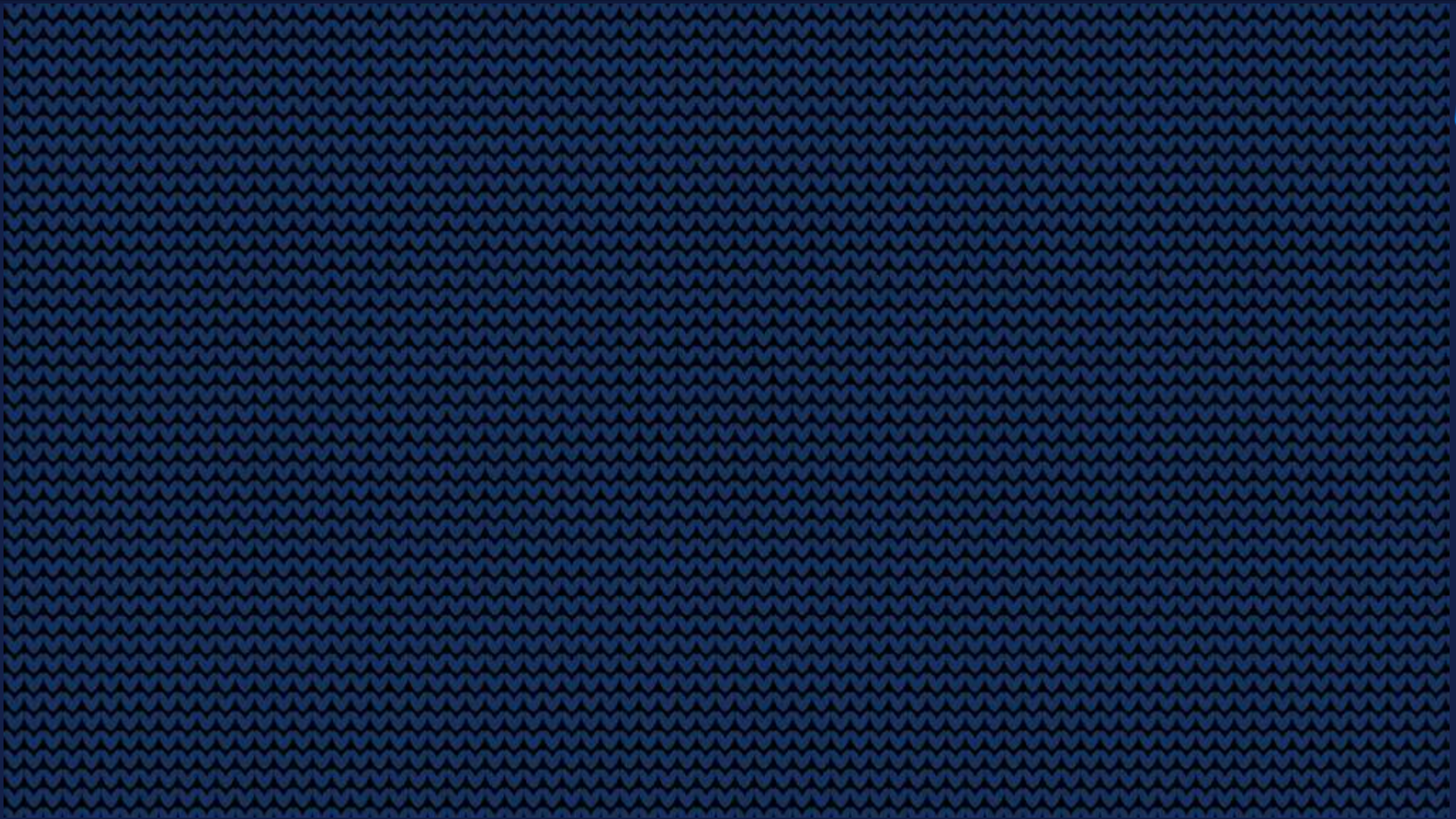


Key take-aways



- Don't forget your brand's communication
- Find disruptive ways to communicate independently of the category
- Take advantage of digital

Get a taste before the end..





Thank you!