



Scotch-Brite™ Behind the Chef Awarded Social Media Campaign

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**Scotch-
Brite**

The Scotch-Brite™ Brand.



- Home is the ultimate place for everybody to be after a demanding day
- Nowhere else you can feel more secure and protected
- A clean, cozy and happy home can be the “source” of your energy, life and progress



**No 1
Brand
in
Scourers!**

Situation Analysis.



A Top Quality Brand

- Traditional "look & feel"
- Classic
- Time lasting

Cooking Trend

- Popular Cooking shows
- Chefs - Celebrities
- Home made recipes

CONCEPT™

Need of a
**Unique &
Differentiated
Scotch-Brite™
Concept**

The Objective.



Modernize our
Positioning

- Target younger audiences
Generation Z
- Refresh our communication

Cooking &
Cleaning
Season

- Home= our place to be
- Cooking
- Cleaning & Care



The Way.

100% Social Media



ONLINE
MEDIA
BUYING



SUCCESS

You Tube

facebook

The Persona.

The “Dishman”

Who is “hidden” behind every famous chef?



- ✓ **Humorous**
- ✓ **Smart**
- ✓ **Energetic**
- ✓ **Joyful**
- ✓ **Fun**

The Facebook Contest.



The Instagram Story.

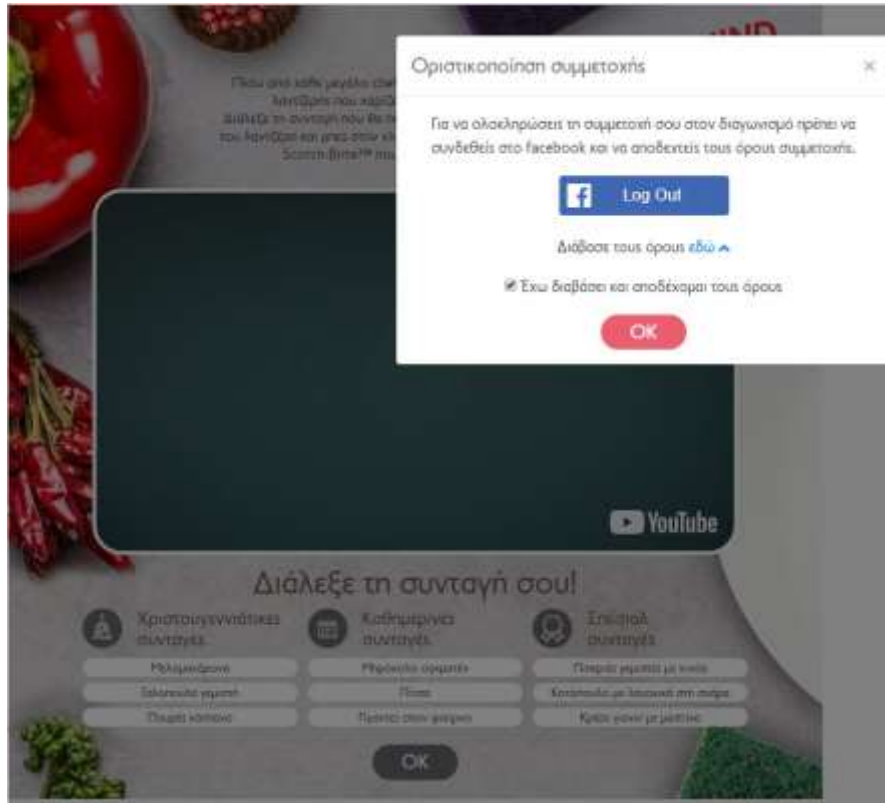


The Steps.

1

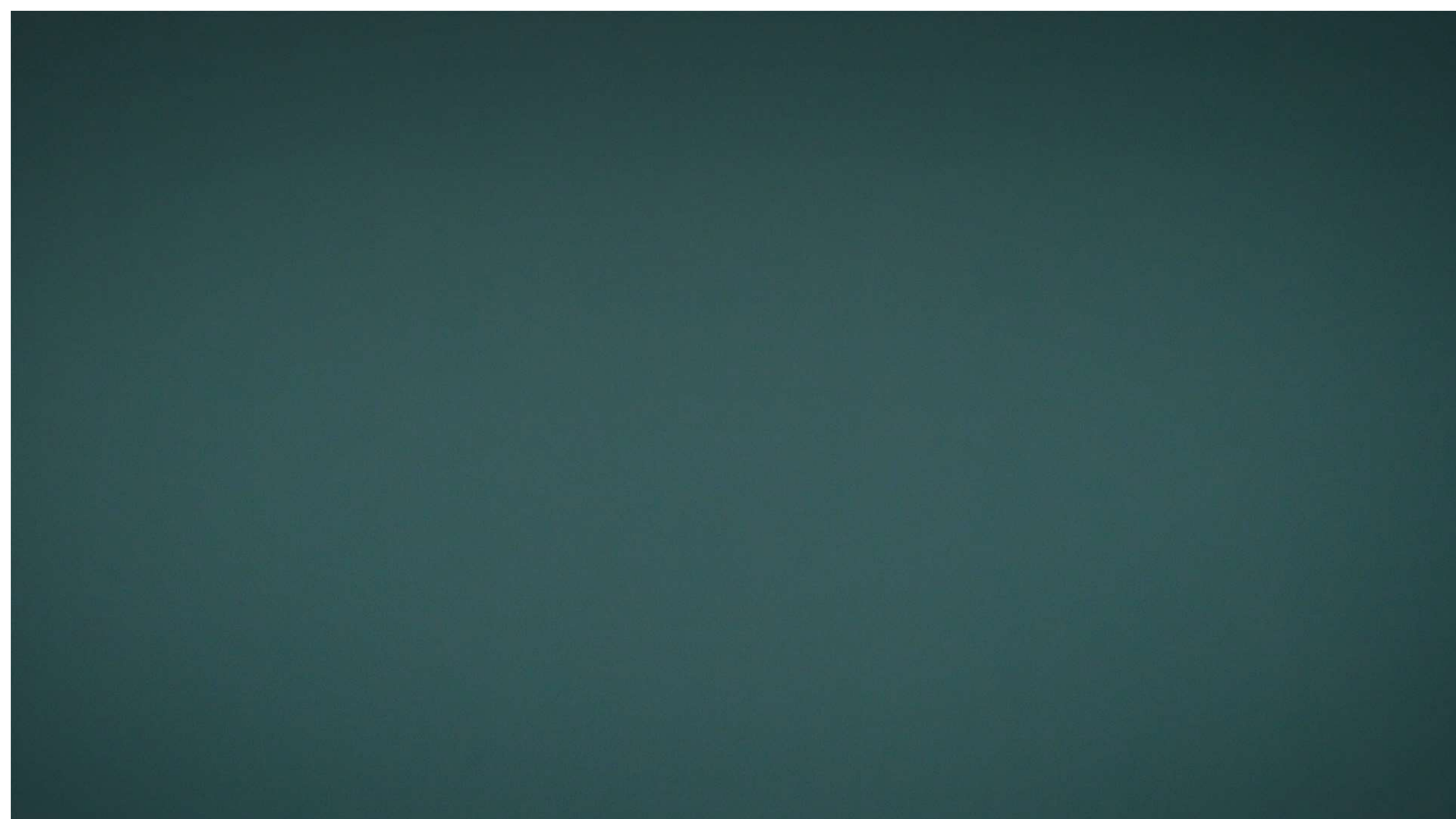


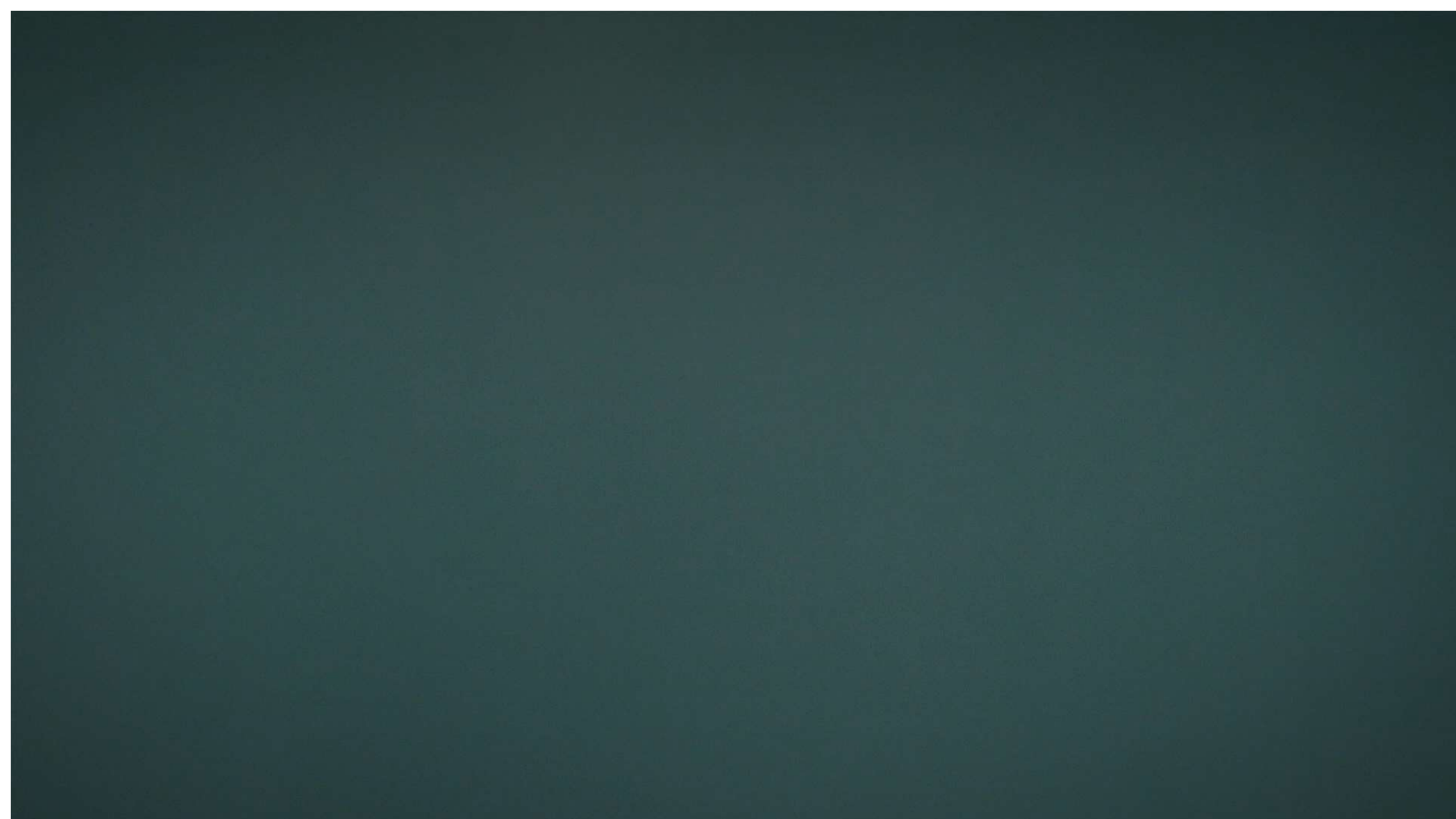
2



3







The Scotch-Brite™ “Recipes”- 11 Videos.

Yiahni



Chestnut Puree



Pizza



Christmas Cookies



Intro



Beans



Ograten



Turkey



Chicken



Go Phygital.

- **POS: +9% YoY** (IRI Data)
- Stand Out “in store”
- Be considered consumers’ “cooking pal”



The Awards.



Life is better
when it's....
Cleanful!

