



UZBEKISTAN

Коммуникация бренда



YANGI
FAIRY

TEZ SAMARALIK
YOG'DAN TOZALASH



YOG'DAN TOZALASH

FAIRY
TEZ TOZALASH
TEKNOLOGIYASI

P&G *oziq-ovqat yog'i

FAIRY BARAKAT
Ramazonda

FAIRYNING
#1
FORMULASI



FAIRY
PLATINUM
YENI BIR ARASH

ZORLU KIRLER
& YAQLI

FAIRY
PLATINUM
ULTRA

P&G

*Fairy mahsulotlari orasida

Поддержка Media TV



- Самый сильный бренд в своей категории на TV
- Медиа поддержка на TV 12 месяцев
- Интеграция бренда и спонсорство в популярной телепрограмме

Average Effective Reach	Monthly Effective Reach						GRP	SOV %	Weighted GRP	Weighted SOV %
	Jan'21	Feb'21	Mar'21	Apr'21	May'21	Jun'21				
72%	80%	74%	66%	75%	66%	69%	4 222	82%	2 180	93%

Average Effective Reach	Monthly Effective Reach						GRP	SOV %	Weighted GRP	Weighted SOV %
	Jul'21	Aug'21	Sep'21	Oct'21	Nov'21	Dec'21				
68%	72%	63%	66%	67%	71%	67%	3 437	100%	1 788	100%

Реклама на ТВ



* YOG'DAN TOZALASH

INNOVATSION FORMULAGA
EGA BO'LGAN FAIRY

YOG' YO'Q, YOG'NING IZI HAM YO'Q

The bottom right panel features a bottle of FAIRY Original dish soap on a white kitchen counter. To the right of the bottle is a stack of white plates. The background is a blurred kitchen setting. A red banner at the top left of this panel contains the text "* YOG'DAN TOZALASH". To the right of the bottle, the text "INNOVATSION FORMULAGA EGA BO'LGAN FAIRY" is displayed in green. At the bottom of the panel, a green banner contains the slogan "YOG' YO'Q, YOG'NING IZI HAM YO'Q" in white capital letters.

Интеграция бренда и спонсорство



Fairy спонсировала популярное телешоу «Олов Келин» (кулинарное шоу).

In-store Excellence





> 40% рост бизнеса в Y1