



 *head &
shoulders*®

UZBEKISTAN

The image features a blue brick wall with significant peeling and chipping of the paint, revealing a lighter, textured surface underneath. The text "DON'T WEAR BLACK" is centered on the wall in a large, bold, white, sans-serif font, arranged in three lines.

**DON'T
WEAR
BLACK**

DON'T

WEAR

BLACK

 *head &
shoulders.*

~~DON'T~~
TOUCH

BE 100%
FLAKE-FREE
**RULE
YOUR
HEAD**



head & shoulders

CHUQUR TOZALASHNING
YANGI
FORMULASI

head & shoulders
ШАМПУНЬ ПРОТИВ ПЕРХОТИ

ГЛУБОКОЕ
ОЧИЩЕНИЕ

КОНТРОЛЬ НАД ЖИРНОСТЬЮ
С ЦИТРУСОМ

ДО 72 Ч ЗАЩИТЫ
ОТ ПЕРХОТИ

СВОБОДА
ДО 100%
ОТ ПЕРХОТИ

GOVAKLIKARNI
TOZALASH TEXNOLOGIYASI
BILAN YOG'LARNI YO'Q QILADI.
QAZG'OQQA QARSHI

72 SOATGACHA HIMOYA*

*Doimiy ravishda ishlatilganda, u ko'rinadigan qazg'oqqa ta'sir qiladi

P&G

BURAK DENİZ
AKTYOR

SEN HAL QILASAN! ~~QAZG'OQ~~ EMAS

*Doimiy ravishda ishlatilganda, u ko'rinadigan qazg'oqqa ta'sir qiladi



BOSH TERISINI
QAZG'OQDAN
TOZALASH UCHUN*



 head & shoulders

YANGI
DERMA^XPRO

OZIQLANGAN*
QAZG'OQLARDAN
XOLI**



*Kondionersiz shampun ishlatish bilan solishtirganda
**Doimiy qo'llanish ravishda, ko'rinarli qazg'oqlarga qarshi



- Самая длительная ТВ поддержка в категории шампуней для мужчин
- GRP & weighted GRP
- Максимальный охват и эффективное размещение



Average Effective Reach	Monthly Effective Reach						GRP	SOV %	Weighted GRP	Weighted SOV %
	Jan'21	Feb'21	Mar'21	Apr'21	May'21	Jun'21				
71%	-	74%	71%	73%	65%	-	3 680	79%	2 058	76%

Average Effective Reach	Monthly Effective Reach						GRP	SOV %	Weighted GRP	Weighted SOV %
	Jul'21	Aug'21	Sep'21	Oct'21	Nov'21	Dec'21				
65%	68%	64%	69%	68%	60%	61%	3 612	39%	1 834	39%

In-store исполнение



30 июл, 2021 г. 12:00
Yuksalish ko
Farg'ona V
Altitude: 50

Продажи выросли на 65% в P1Y





THANK YOU!