

PANTENE UZBEKISTAN





GIVING MORE PEOPLE, MORE GREAT HAIR DAYS



PANTENE

Transforms

1. Волосы



2. Категория



3. Культура



PANTENE

Golds



Keratin

PROTECT
MASK



Thicker

RICH CREAM



Бренд-коммуникация

PANTENE



SOCH* YANADA KUCHLIROQ



*Pantene szemesing bovsqa shampuniga qaraganda Pantene konditsioner shampun konditsionerizidan ko proq ta'ar' etib, sechilmi mustahkamlaydi va taqovvatq' qiledi.



TV Поддержка

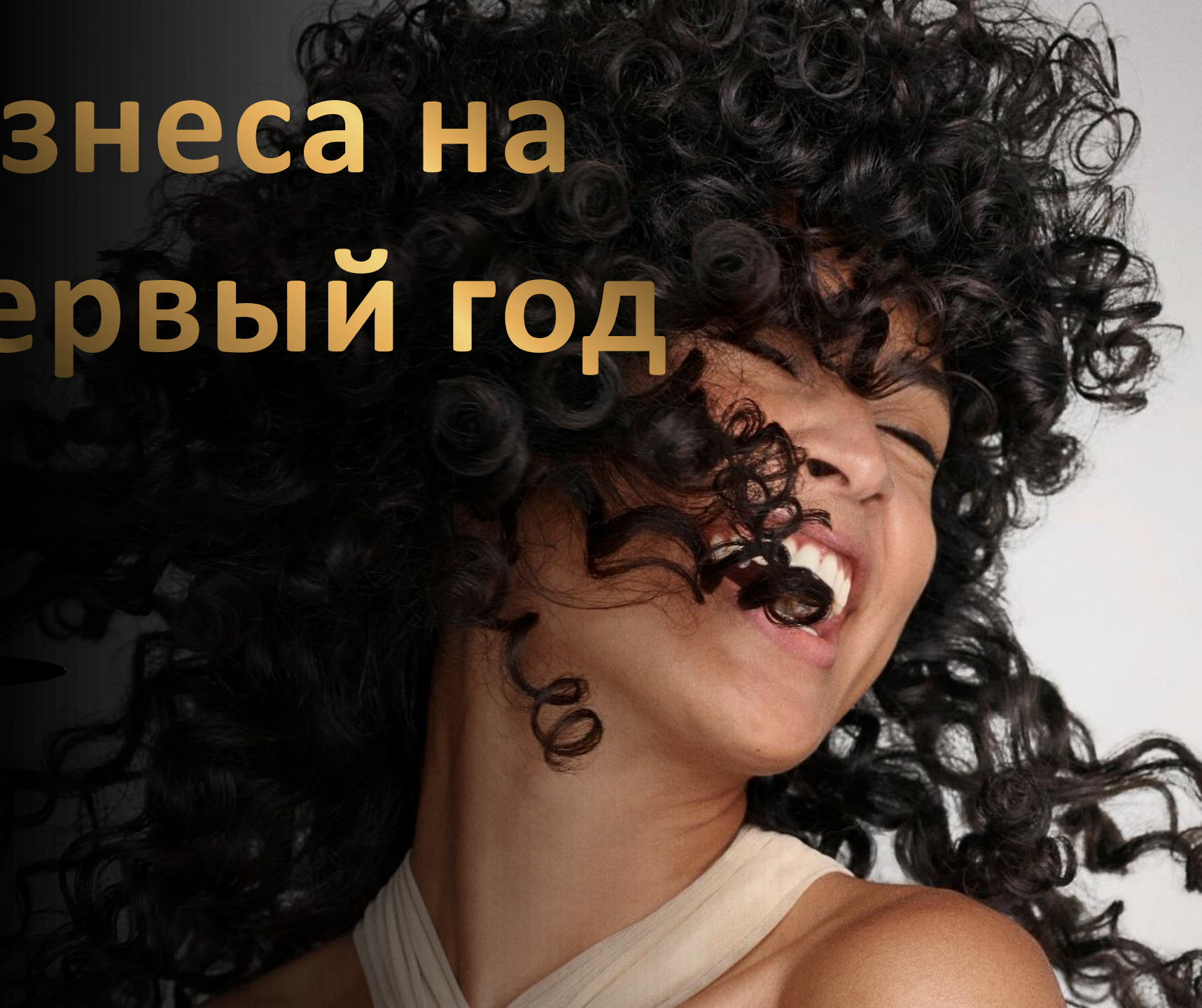


| Average Effective Reach | Monthly Effective Reach | | | | | | GRP | SOV % | Weighted GRP | Weighted SOV % |
|-------------------------|-------------------------|--------|--------|--------|--------|--------|-------|-------|--------------|----------------|
| | Jul'21 | Aug'21 | Sep'21 | Oct'21 | Nov'21 | Dec'21 | | | | |
| 65% | 75% | 69% | 54% | 63% | 71% | - | 3 182 | 15% | 1 667 | 12% |

In-store Execution



**Рост бизнеса на
28% в первый год**





Let's
UNLOCK THE POWER OF HAIR

PANTENE
THE POWER OF HAIR