

**UZBEKISTAN**



Pampers.

# Коммуникация бренда



**YANGI**

Pampers.  
baby-dry™

Butun tun davomida  
suyuqlik sizib  
chiqishidan  
har tomonlama  
himoyalangan  
bo'lasan



Pampers.  
**Prima**®  
premium care™  
★★★★★

5 yulduzli  
teri himoyasi



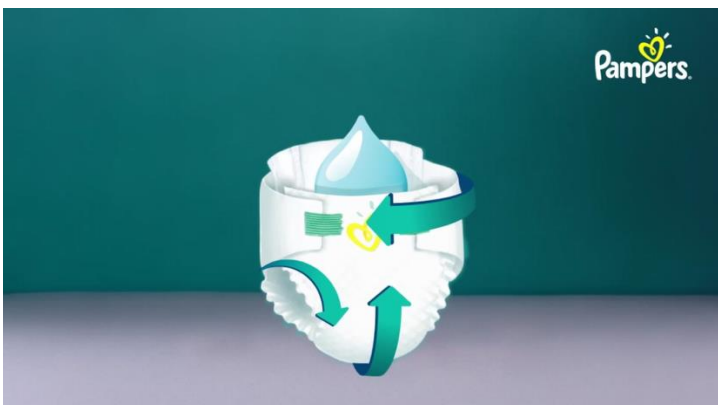
# TV реклама



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2 barobar kuchaygan manjet

1-5+ o'lchamlari uchun mos keladi



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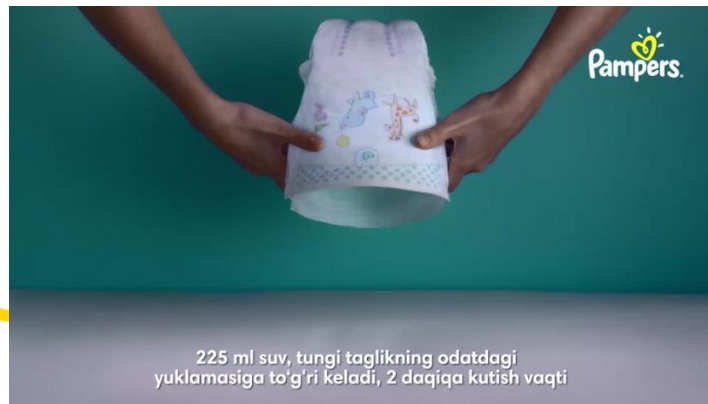
kuchli asos

1-5+ o'lchamlari uchun mos keladi



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225 ml suv, tungi taglikning odatdagi yuklamasiga to'g'ri keladi, 2 daqiqa kutish vaqti



Pampers.

225 ml suv, tungi taglikning odatdagi yuklamasiga to'g'ri keladi, 2 daqiqa kutish vaqti



Endi O'zbekistonda

1 Pampers = 1 ta quruq tun

# Media TV Support



- Один из самых активных брендов в категории
- 9 месяцев медиа поддержки на ТВ в 2021 г

Average Effective Reach	Monthly Effective Reach						GRP	SOV %	Weighted GRP	Weighted SOV %
	Jan'21	Feb'21	Mar'21	Apr'21	May'21	Jun'21				
66%	-	-	-	62%	68%	69%	1 898	8%	1 898	17%

Average Effective Reach	Monthly Effective Reach						GRP	SOV %	Weighted GRP	Weighted SOV %
	Jul'21	Aug'21	Sep'21	Oct'21	Nov'21	Dec'21				
56%	53%	52%	63%	57%	57%	53%	1 548	6%	1 548	14%



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# In-store Excellence



**Рост продаж на  
33% в Y1**

