

**ALWAYS
UZBEKISTAN**



ALWAYS BRAND EQUITY

purpose

We exist to unleash girls' and women's confidence so they can be whoever they want to be.

superior prototypical benefit

THE FEEL OF NOTHING BUT CLEAN AND FRESH PANTIES EVERY DAY

points of difference

- No leaks and no wet feel, even overnight
- Noticeably superior softness and breathability that takes care of her skin
- Fits and forms perfectly to her body
- Thoughtful details that delight her heart and senses

brand character

SHE IS A FORCE FOR FEMALE GOOD
courageous, lively & straightforward

iconic assets



Always Night Innovation

IDEA
REIMAGINED

SLEEP.
We've got
you
covered

FMOT
REIMAGINED

New Night
Collection



CLAIM
REIMAGINED

New ZMOT
claim



PRODUCT
REIMAGINED



Communication

Himoyadan o'zgasini sezmaslik uchun yaratilgan

YANGILIK

Deyarli hech qanday oqishsiz, hidsiz va yig'ilib qolishsiz



P&G SIFAT - ENG YAXSHI TEJAMKORLIK!

Always Platinum

YANGI 5 RAQAM

TUN BO'YI HIMOYA



P&G SIFAT - ENG YAXSHI TEJAMKORLIK!

Always Ultra Night

Portfolio and Innovation of Dailies

New FMOT and New Core Technology

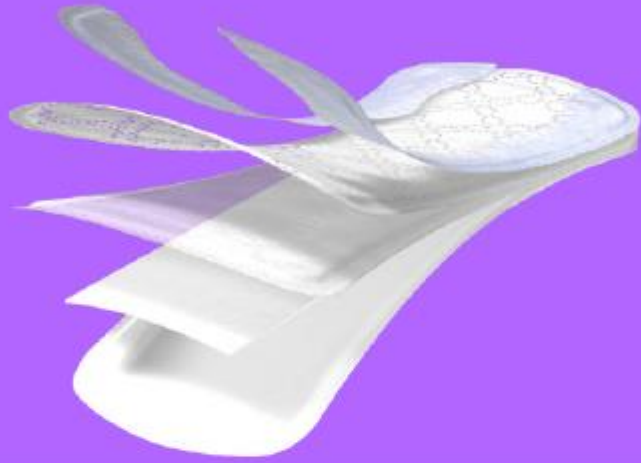
FROM

TO



Portfolio and Innovation

NEW
PRODUCT



Release papers



Fingerlift

RPWs



Pouch
Design
collection

Boosted core



New VS New RPW



NEW LOCK IN PLACE
WINGS + NEW OPT

NEW BACKSHEET
DESIGN+ NEW
WRAPPERS



NEW CENTERED
WING POSITION
ON S5

NEW DELIGHTFUL
SCENT

TV Communication



Объявление



Продукт

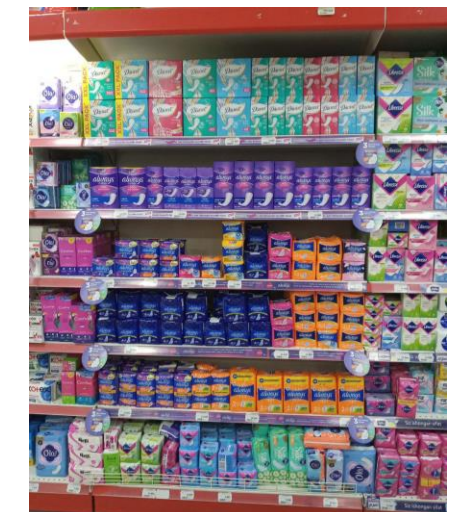
~4000 GRP during 4 months of airing



ИННОВАЦИЯ



Instore Execution



Citizenship & Puberty Education

Более 100 тысяч девочек-подростков получают образование о переходном периоде и физиологии, а также бесплатные образцы Always в школах в сотрудничестве с Министерством здравоохранения, образования и международным неправительственным фондом «Соғлом авлод учун» за последний 1 год



Business Results



Продажи Always выросли на 40% за последний год

Superior Product



Superior Functional Communication



Superior Emotional Communication



Superior In store

