



Fairy Relaunch in Uzbekistan

- Study
- Objective
- Campaign assets
- Execution
- Business Results



Study

- Big family gathering around the table is a common event that always results in many dishes to wash
- Uzbekistan has a strong cuisine culture and famous across the globe
- Ladies in Uzbekistan love cooking and it is a pride for a housewife to cook a delicious meal
- Cleanliness and shining dishes are a pride of a housewife
- There is a large range of dishwashing products in the market
- Paste, powder and gel dishwashing penetration is high, while liquid form usage is not common
- Hygiene of non-liquid products usage with a sponge can be questioned
- Affordability and mileage (long-lasting) are important triggers for purchasing



Objective

- Re-introduce Fairy to the market and consumers
- Re-introduce Fairy with strong claims:
 - Visualizing cleanness of dishes
 - Easy to use / drop on sponge
 - Numeric claim - 10,000 dishes with 1L bottle
 - Modern approach to dish washing with Fairy



Campaign Assets



Collaboration with a popular local celebrity Asal Shodiyeva

1ta FAIRY 10.000ta IDISHNI YUVISHGA YETADI!*

SIFAT – ENG YAXSHI TEJAMKORLIK!

*1 000 ml idish, spagetti bolonez tortilgan likopchalar bilan o'tkazilgan mustaqil laboratoriya sinovlari natijalariga ko'ra



Campaign Assets



So'rayapti

Idishlarni yuvishda
tejamkor bo'lishni
xohlaysizmi?



Media TV Execution

- Fairy has the strongest presence on TV in Uzbekistan which is the biggest awareness builder. Another biggest medium used by Fairy is OOH.
 - Average Effective Reach 55% with frequency 1
 - 12 months on air
 - Generated GRP 4553
 - Share of voice 99%
 - Prime Time airing 53%





Media OOH Execution



24-Амир Темур шоҳ кучаси
Юнусобод тумани
Toshkent
Toshkent
18-июл. 2023 г. 08:54:50



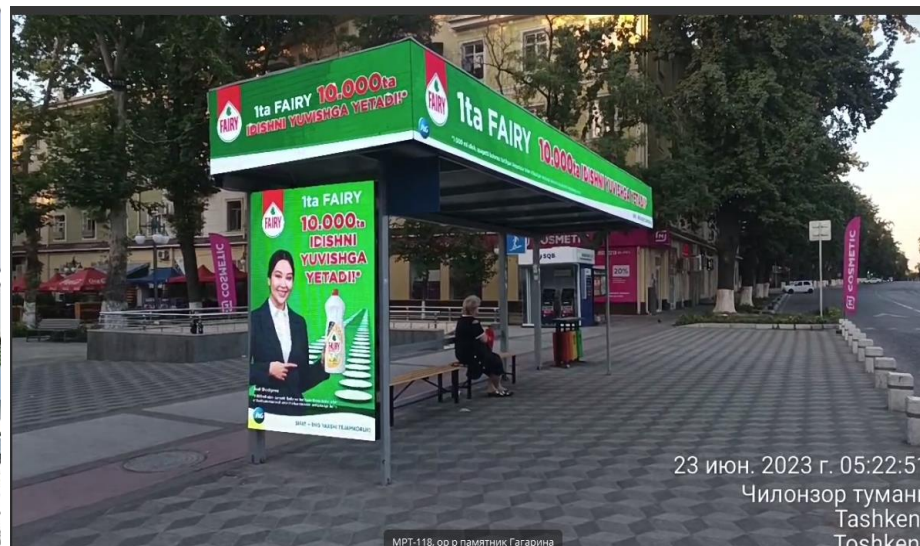
Мирзо Улуғбек тумани
Toshkent
Toshkent
17-июл. 2023 г. 21:25:47



Мирзо
17-июл. 2023 г. 21:25:47



27-июл. 2023 г. 16:23:35



23-июн. 2023 г. 05:22:51
Чилонзор тумани
Tashkent
Toshkent



24-июл. 2023 г. 16:23:35
Рынок



Trade Execution





Business Results

X2

Business