

SAFEGUARD





AGENDA

- OBJECTIVE
- CAMPAIGN ASSETS
- EXECUTION
- BUSINESS RESULTS



OBJECTIVE

- Re-introduce Safeguard Liquid to consumers
- Remind importance of hand-wash routine, especially for kids
- Emphasize how long 1 Safeguard bottle can be used
- Visualize hygiene aspects of Safeguard liquid vs bar soap



Credible local ambassador of the brand – Asal Shodiyeva

Campaign Assets – KV

Asal Shodiyeva

MIKROBLARGA QARSHI 110 GACHA YUVISH

* butikada 225 ml, qo'llash yo'riqnomasida tavsiya etilganiga muvofiq 1 marta yuvish uchun 1 marta quyishni hisobga olganda.

SIFAT – ENG YAXSHI TEJAMKORLIK!

New customized key visual for Uzbekistan, modification was made in August 2023 – via adding Kids SKU on the visual. Strengthening 110 usage per bottle.

Campaign Assets – TV Commercial





Media TV Execution

Safeguard has the strongest presence on TV in Uzbekistan since January 2023, more than any competitor brand. Another biggest medium used by **Safeguard** is OOH.

- Average Effective Reach 55% with frequency 1, increased up to 67%ER+1 after launch
- Generated GRP 3300
- Weighted share of voice 38%
- Prime Time airing 51%





Media OOH Execution





Trade Execution





BUSINESS RESULTS

**One of the fastest growing
P&G Categories in Uzbekistan**

