

Gillette[®]

BLUE3

GROWING GILLETTE BLUE3 IN UZBEKISTAN

- **Objective**
- **Campaign assets**
- **Execution**
- **Business Results**

CAMPAIGN OBJECTIVE

- **Accelerate Gillette Blue3 growth**
- **Make it big, popular and recognized**
- **Communicate new superiority of innovation**
- **Make it local, strong and valued**

CAMPAIGN ASSETS – visual

Gillette

1 Blue3™

12 MARTAGACHA
TOZA
SOQOL
OLISHGA
YETADI

YANGI
YAXSHILANGAN

Bahodir Jalolov
Tokio 2020 Olimpiadasi chempioni

P&G

SIFAT – ENG YAXSHI TEJAMKORLIK!

- **New – Young**
- **Innovative – Modern**
- **Undisputable**
- **Sharp – strong**
- **Local – recognized**

CAMPAIGN ASSETS – video



YIL 2021
BRENDI

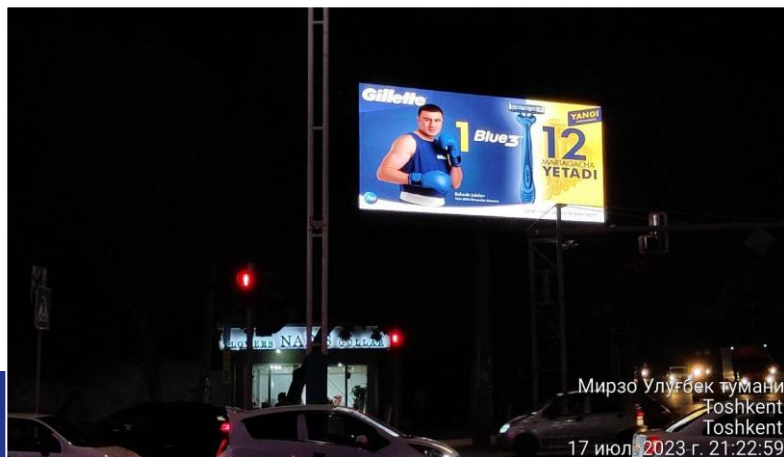


Gillette[®]
Blue3[™]

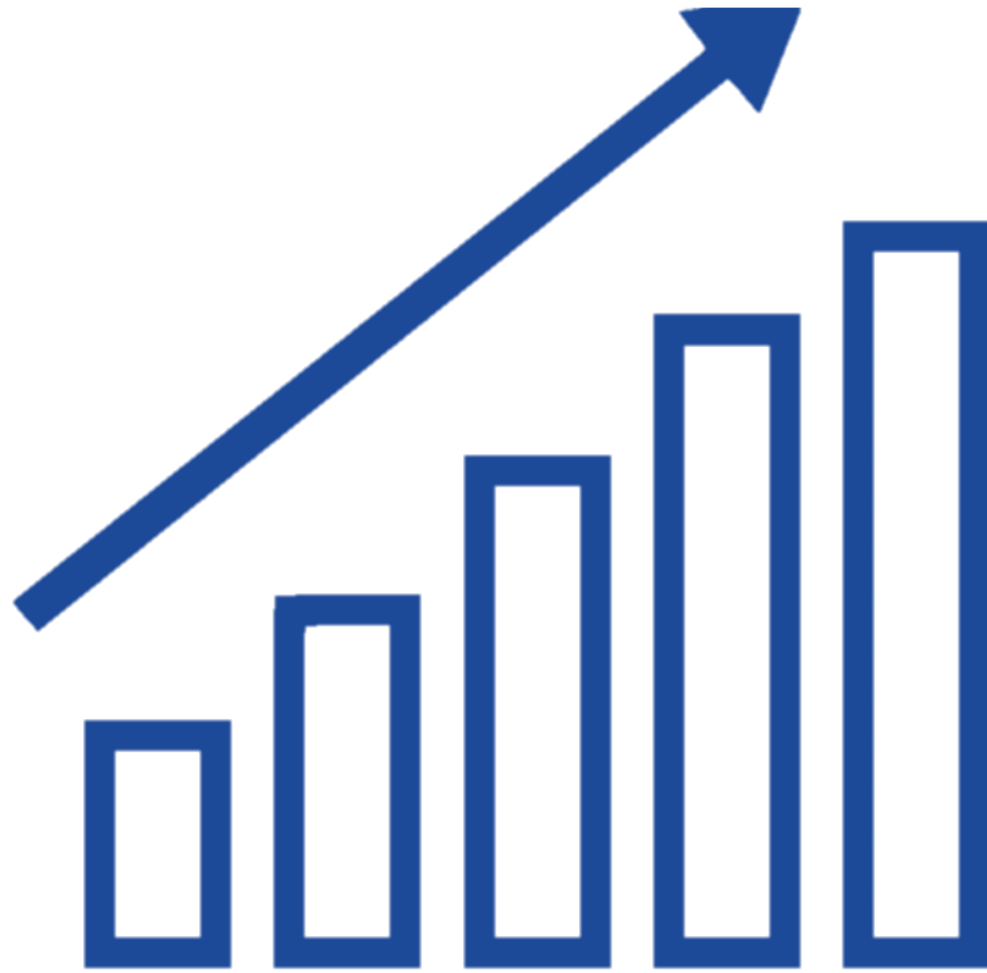
*Milliy marketing markazi tomonidan tashkil etilgan 2021- yil brendiga ko'ra,
2022-yil 10-apreldan 10-maygacha gigiyena yo'nalishi bo'yicha ekspertlar hay'atining ovoz berish natijalariga ko'ra.

Execution Media TV & OOH

- **Undisputable media leader with 96% share of voice**
- **Sharp effective reach of up to 69% in high season**
- **Consistent 12 months on air generating 5500 GRPs**



Business Results



**ONLY UP
SINCE LAUNCH**