

# Case study: Rexona – helping you thrive under pressure

Rexona wanted to re-connect with their male target audience after a four year break from sports advertising and reaffirm its long-time positioning: “It won’t let you down”.



## REINVIGORATE THE MALE SPORTING AUDIENCE

After tapping into a core passion point, sport, Rexona needed a reinvigorated message to drive the male sporting audience to purchase.

Brand insights demonstrated Rexona’s association with sport was about elite athlete’s performance. This resulted in ‘pressure’ within sport becoming the centre of the brief. Rexona showed how athletes are able to thrive under pressure, to reach the target audience during LIVE sport.

## CROSS-CODE CONTENT

A cross-code talent campaign was created

with ten athletes, including Johnathan Thurston, Patrick Dangerfield and Scott McLaughlin. 18 x 60” content pieces and three x 30” TVC’s were produced, with insights into each athlete and how they perform under pressure.

The content was played during LIVE broadcast, and saw high impact and targeted placements across major FOX SPORTS digital and social channels.

## HIGH PRESSURE MOMENTS

FOX SPORTS was able to place Rexona messaging at precise moments when pressure was building in LIVE sport broadcast, (using reactive VIZ pull-

throughs), connecting Rexona with the LIVE audience in real time.

Great reach was delivered for Rexona placing the brand at the heart of the LIVE sporting conversation. This was MCN’s largest ever cross-channel, cross-platform content series that saw 7.59m fans exposed to the Rexona Pressure Series.

## THE RESULTS

- Rexona Sport is now the number one selling deodorant in Australia (MAT 26/2/2017)
- Rexona regained baseline sales growth during the campaign (Qtr 9/10/16 - 8/1/17)
- 14m views on FOX SPORTS digital assets.

