



Rexona



Degree. Sure



LEAGUE
AGAINST CRUEL SPORTS

#JOINTHELEAGUE MOVEMENT

REXONA & LEAGUE

INTEGRATED CAMPAIGN BRIEF

THIS IS A SPORT | THIS IS NOT



How to handle this?

GOALS



REXONA

Equal conditions in all games in life.



End unfair competition of animal hunting & ban trophy hunting

MEANS



SPONSORSHIP

Provides big communities of supporters and networks of communication from all around the world



PEOPLE WITH PURPOSE

Wants equality. Can be motivated & driven by big movements in communities

What is the mechanism?

EACH REXONA
TROPHY YOU
BUY, SUPPORT
THE CAUSE
AGAIN

SPONSORING
POPULAR
LEAGUES OR
OCCASIONS



**REXONA TROPHY
LAUNCH**

PASSCODE IN THE
PRODUCT TO USE THE
LEAGUE APP



IN THE APP:
CHOOSE YOUR
ANIMAL TO
DONATE AND
JOIN THE
LEAGUE PETITION

AUTO MESSAGE:
SHARE YOUR ACT
ON SOCIAL MEDIA
VIA
#JOINTHELEAGUE
WITH YOUR CHOSEN
ANIMAL



What is the momentum behind this mechanism?

A large, diverse crowd of people is shown in a state of high energy and celebration. Many individuals have their arms raised in the air, some holding up phones or cameras. The scene is filled with confetti and a warm, golden light, suggesting a festive or triumphant event. The overall atmosphere is one of collective joy and excitement.

FAN PASSION

IMPACTING COMMUNITIES
PROVOKING CONVERSATION

EXPANDING THE MOVEMENT

MAKING CHANGES

KEY MESSAGE



#JOINTHELEAGUE

SUPPORT FAIR PLAY

DESERVE

THE REAL TROPHY!

Objectives of the Project

Movement Objective:

- 1. Call target audience to buy Rexona Trophy** via communicating its social cause for the continuation of the movement
 - 2. Create awareness** about unfair and cruel nature of trophy hunting which is not a real sport
 - 3. Make people join the community** of the **LEAGUE** and provoke the conversation
- *In the long run – terminate & ban trophy hunting*

Business Objective:

- 1. Make people buy Rexona Trophy**
- 2. Increase Rexona Deo penetration and brand equity** via social cause movement.

Insights & Target Audience

I sweat too much and I don't feel comfortable about this. **It pulls me out of what I am doing in all kinds of activities and I think that it's not fair!**

I support **equal rights and respect in any sport that I do**. But there are some activities that people call «sports» where there are no equal rights and **no fairplay for each side like trophy hunting**. That is not a deserved victory. **If there was a way to stop this inequality, I'd definitely support it.**

Target Audience:

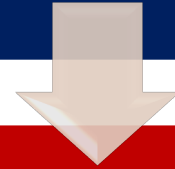
Millenials and 18+ men&women who are active in social life, follow sports, live in big cities, are concious about the world and have universal concerns, use digital media in their daily lives. Equality is an important value for them.

Communication Phasing

1

TEASER PHASE: Boost LEAGUE'S documentary for creating awareness about UNFAIR COMPETITION with a shocking effect

Timing: On the 1st week of the league/occasion that will be sponsored



2

MOVEMENT LAUNCH: Communicate #JOINTHELEAGUE and call people to join the movement.

Timing: Right after the teaser period



PR LAUNCH: Work with influencers or Popular sportsplayers/leaders to make #JOINTHELEAGUE popular and create buzz for our movement and support fair play and equality.

Timing: Right after the teaser period



3

SUSTAINABLE PARTNERSHIP: In the long run, we aim to have long lasting partnerships (with governments, lifestyle authorities, sport players & sports clubs etc.) via LEAGUE & #JOINTHELEAGUE to continue support the petition & ambition to ban trophy hunting

Timing: Second half of the campaign year - ∞

#JOINTHELEAGUE SUPPORT FAIR PLAY



DELIVERABLES

- ✓ **TVC + TAG ON**
- ✓ **Mobile APP design**
- ✓ AW design with passcode included
- ✓ **Relevant Sponsorship proposals**
- ✓ **Relevant Influencer proposals**
- ✓ Teaser period kick off idea
- ✓ Catchy Automated message design
- ✓ Integrated GLOBAL PR campaigns (Phase 1: Awareness, Phase 2: for sustainable long term solution)
- ✓ Social media scripts & videos
- ✓ Media Plan

BUDGET

- ✓ TVC & Tag on prod: 100k €
- ✓ PR & Influencer Endorsement: 1.2m €
- ✓ Social Media Videos Prod: 70k €
- ✓ Mobile App Design: 50k €
- ✓ Media Spending per country: 1.5m € (TVC+tag-on+digital)
- ✓ Agency fee: 12k €

KPI

- ✓ **Rexona Trophy:**
 - Penetration:** reaches 8 points
 - MS:** gain +5%
- ✓ **Rexona Brand Image:**
 - Increase "Rexona plays a leading role to support equal conditions" attribute: +3
 - Increase "Rexona is an uptodate and innovative brand" attribute: +2