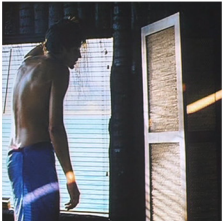


nivea aqua cool cinemarketing activity

Nivea Aqua Cool is a leading product in the competitive male personal hygiene category, targeting males aged 18-39.

The Nivea Aqua Cool 'goosebumps' ad screened in cinemas to coincide with the release of the movie 'Be Cool'. In support of the on-screen activity, Nivea launched a product sampling campaign within the foyers of key cinemas in Sydney, Melbourne and Brisbane.



Objectives

To raise awareness and encourage trial of Nivea Aqua Cool amongst the target market in a captive and engaging environment.

Promotional Activity

Teams of promoters in branded clothing were present in cinema foyers encouraging moviegoers to take a free sample of Nivea Aqua Cool.

The promoters were on-site for four hours a day during peak cinema traffic times, late afternoon and evening, to maximise the effectiveness of the promotion.



Results

The promotion complemented the moviegoing experience for thousands of cinemagoers, enabling Nivea to put Aqua Cool product samples directly in the hands of the target market.