

# POND'S MEN - WHITE BOOST #MUKACERAHPANTANGNYERAH

OGILVY & MINDSHARE

## BACKGROUND & CONTEXT

Having launched in 2013 in Indonesia, Pond's Men is a relatively new player in the market compared to the likes of Garnier and Biore. Unfortunately in 2016, the category experienced a decline in sales, and on top of that Ponds dipped -14% in penetration from February 2017 to 2019. One of the reasons for this dip was men not finding enough reason to use male-specific face care products. Especially in Indonesia, face care is sometimes still perceived as an unusual practice for men. Although appearance is important, the concept of 'face care' perpetuates a less manly attitude/feeling as facial care is still strongly associated with women. For those who have considered it, they still do not understand the benefits as almost 33% of Indonesian men resort to using their moms/sister's face care products, or simply just use water.

As a tropical country, the heat and humidity in Indonesia are everyday problems encountered by many men. Pond's Men wanted to educate and create relevance for Indonesian men of the importance of face care through their core product re-launch: the Pond's Men white boost face cleanser.

## CAMPAIGN & BUSINESS OBJECTIVES

The primary objective was to increase their new products sales of White Boost face cleanser through increased awareness and engagement. Using a creative campaign that utilized comedy and slice of life, Pond's Men aimed to capture the hearts of many Indonesian men who were unaware of the benefits of facial care in their lives. Pond's main business objective was to deliver a 5% increase in sales in a category projected to continue declining by 2.5%. Meanwhile, its primary marketing objective was to improve spontaneous awareness by 10% and top the category-record engagement of the most successful campaign from Pond's Men with 2.2% CTR.

## CREATIVE STRATEGY

#MUKACERAHPANTANGNYERAH (Carry on with your bright face!)

Understanding that many Indonesian men carry a negative stigma towards face care products, Pond's Men tried to embody the concept 'life slaps you in the face' as clearly as they could, at the same time in a witty colloquial manner, to ensure they can grab the audience's interest and attention. The video had

touches of every-day mannerisms to demonstrate to men the real and relatable benefits of Pond's White boost face cleanser.

The creative starts with an "everyday Joe" taking his date back to her parent's home, where he was hit by the door not once, but multiple times, as his date's father was trying to open it. The door represented the randomness of everyday life moments while the continuous door slaps represented how these everyday situations can wear on your face. Regardless how many times the door slapped him, the man's face remained bright, healthy, and perfectly intact without ever bruising. This was only possible due to Pond's Men White boost cleanser. The campaign used precision marketing targeted audience sub-segmentations that cater to the overall Pond's Men Target Group of 18-35 years old. There were 4 targeted videos that was created under the same Big Idea, each with different storytelling that was based on each of their passion points: dating, commuting, travelling and playing sports.

## WHAT ROLE DID YOUTUBE PLAY?

Using YouTube TrueView In-Stream Ads benefited Pond's Men in two ways. Firstly, showing their product in the first 6 seconds increased overall brand and product recall. With brand and product at the top of the ad, it gave their creative team enough freedom to experiment on the story.

## OVERALL EFFECTIVENESS

The campaign managed to...

- Deliver 16% growth (total Pond's Men), more than three times the expected target.
- Gain 16% total spontaneous awareness.
- Receive 68% higher CTR than the most successful campaign from Pond's Men up to date.
- Receive almost 9 times the CTR compared to the average Unilever brands.

## WHY DID THIS CAMPAIGN WIN?

Not only Pond's Men White Boost '#MukaCerahPantangNyerah' challenged the "cool and macho" category code that existed for so long with localized humor, but also managed to perfectly identify 4 key truths for men based on specific passion points and created relatable ad-hoc narratives surrounding these contexts to drive relevance.

Pond's Men White Boost managed to edge out its competition because it effectively personalized their content to fit exactly what society needed: increased awareness of the importance of men's face care. Additionally, their business results overachieved from what they set out to do with the help of YouTube's toolkit.

## LESSONS LEARNED

### ***Promoting Mindset Shifts through Customization***

With the negative and unappealing stigma surrounding men's grooming in general, Pond's shows how one can change the seemingly unattractive narrative into something relevant and worth talking about. They demonstrated how custom and relatable content can drive business results in parallel with challenging norms and sparking meaningful conversations.

*"I feel that this works really well for this category, it was creative and it was also personalized to different subsegments, quite powerful in that context - very relevant."*

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