

REXONA - UNLIMITED MOVES

RED COMMUNICATION, MINDSHARE

BACKGROUND & CONTEXT

The increased usage of mobile phones in Indonesia has unfortunately prompted the growth of a more sedentary lifestyle, decreasing the number of physically active adults. This lifestyle shift has been felt even worse by disabled communities.


Rexona is Indonesia's deodorant market leader who's focus runs deep in encouraging a more active and healthier lifestyle. Focusing on health, Rexona expanded this idea beyond physical movement and exercise by coming up with its "Terus Gerak" (Keep Moving) slogan.

With its brand purpose, "*live more, move more*", Rexona wanted to invite the larger society to connect, collaborate, and better contribute to the disabled community by introducing the *Gerak Tak Terbatas* (Unlimited Moves) campaign. The campaign leveraged the Gerak app, whose main goal was to record users' daily steps and turn them into an 'aiding device' for disabled individuals.

CAMPAIGN & BUSINESS OBJECTIVES

The primary objective was to create a campaign to promote a national movement for good. Through utilizing Rexona's brand purpose, "*live more, move more*", it aimed to increase awareness of the simplicity of 'movement' for the overall health and well-being of not only handicapped individuals, but Indonesia's society as a whole. This is also in line with the brand's to help increase their sustainable living purpose by early 2020.

CREATIVE STRATEGY



Having identified the lack of attention and care that Indonesia's disabled community receives, Rexona created a campaign anchored in three Pillars: 'Connecting' with the disabled community, 'Collaborating' with various partners, and 'Contributing' to their app users and partners. Rexona upgraded the Gerak application to encourage the general public to count their daily steps, whilst motivating and aiding their disabled friends to live a more active lifestyle.

Using an inspiring real story from a disabled individual, Rexona was able to leverage the organic media exposure and buzz to launch their newest application accompanied by a digital film on a massive PR launch event.

WHAT ROLE DID YOUTUBE PLAY?

Rexona utilized YouTube's TrueView In-Stream and Bumper Ads in promoting their 15s ad to increase awareness among targeted audience. Youtube's platform combined with Google Universal App campaign (UAC) helped Rexona achieve an average of 50% more view rates compared to previous campaigns.

OVERALL EFFECTIVENESS

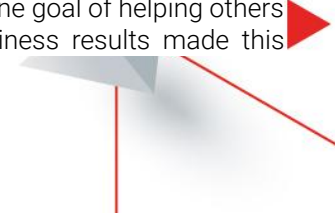
Rexona's Unlimited Moves had 50% more views than their average campaign. The campaign engaged users by having them record their daily steps taken in the Gerak app, which saw an increase in the average number of daily steps by 21% during the lockdown, reaching ~130 million steps during the campaign. Not only that, the campaign also won Indonesia's Most Experiential Brand Activation Award 2020 and achieved:

- 91.5 million impressions
- 24.5 million reach
- 2.3 million euros (biggest ever) PR value
- 20% ROI (normal: 4%)
- 160k downloads the application
- Top 16 Google Play free apps in Indonesia (Health Category) in Januari 2020
- Improved the brand's sustainable living purpose in Q1 2020 by 100 bps in Rexona Women while maintaining relatively high score in Rexona Men.

WHY DID THIS CAMPAIGN WIN?

Utilizing YouTube's wide reach, the campaign grew organically from an inspiring story that paved the way for society to pay closer attention to less-abled individuals. Rexona was able to promote their messages as well as build brand associations not only among the general public but the disabled community as well, staying true to their brand essence. Rexona's collaboration with the Indonesian Health Ministry, MRT Jakarta, and the Art Therapy Center Widayatama (art school for the disabled) enabled them to promote a healthier lifestyle through their Unlimited Moves campaign.

The increase in coverage put Indonesia's disabled community in the spotlight as it provided the necessary awareness to the wider society to help those around them. The genuine goal of helping others in need while achieving business results made this



campaign 'kill two birds with one stone' as it was the standout video for winning this award.

LESSONS LEARNED

Strategy-powered Storytelling to Connect Emotionally

Addressing a societal issue - in this case, the lack of attention and help for the disabled community - through inspiring and moving storytelling, putting the message first and brand second in a period where unity was at its all time high, was key to the campaign's win. Additionally, the use of real disabled individuals to tell the plight of the community as a 'wake-up call' added to the overall emotional impact of the material. It was a selfless approach beyond the bottom line as the revenue earned from the Gerak application was donated to make thousands of wheelchairs for the disabled community.

"It brings something which is very important in the country and addresses an issue that not many are thinking of. It doesn't necessarily link to the sales directly, but it is very close to the brand communication which is around 'gerak' (moving)."

AINUL YAQIN

