

Case Study

Head and Shoulders

Head & Shoulders launched in 1961, it was the first time people ever experienced the powerful dandruff eliminator, ZPT. Fifty years later, as the world's #1 shampoo, they are the most tested and most trusted dandruff shampoo.



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Campaign Objectives



Promote the head and shoulders TVC
and drive competition registrations

Duration



1 Month

Measurements



Click through rate
Post click engagements



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Solution

Dynamic execution - Targeted users were encountered with various attractive call to action mobile ad placements which all led to a dynamic rich media execution. Once user clicked on the expandable ad unit, the user was then directed to watch the competition's TVC followed by various call to actions such as:

- Watch TVC
- Learn More
- Social Media buttons

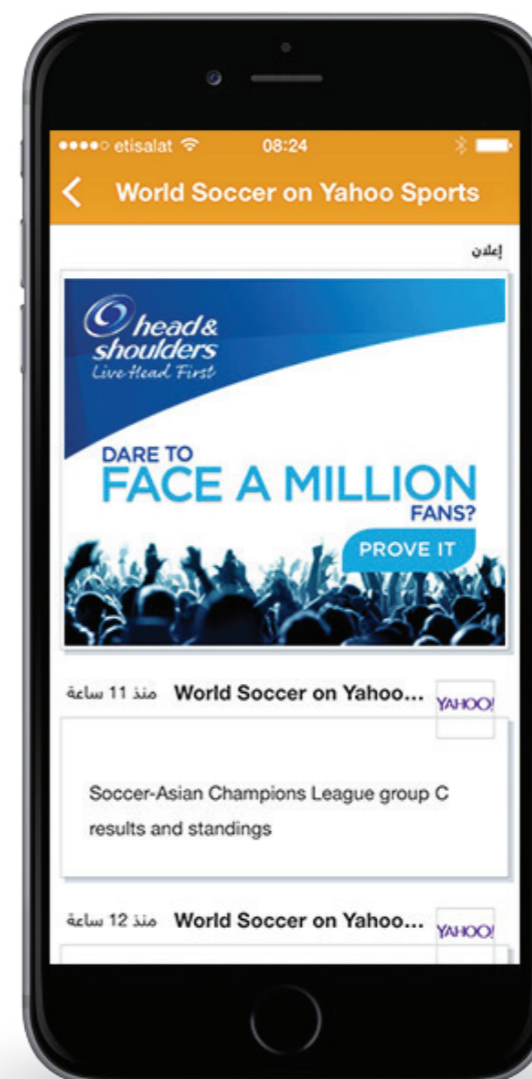
Measurements

 Number of impressions in 1 month	+1,000,000
 Average CTR achieved	1.02%
 Post click engagements	+11,000

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Screenshots

Click here to view the ad



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Screenshots

