



BRANDS
Kimberley Clark - Kotex
GSK - Grand Pa

CATEGORY
Pharmaceutical

Campaigns
TV Commercial

CATEGORY
Product launch

Kimberly Clark - Kotex Young

YEAR
2006

BACKGROUND
As one way of making the idea of periods less daunting to Kotex Young's younger consumers, Kotex introduced Kotex Young.

Following on that premise we developed a campaign comprising magazine agony columns which ran for a few months and provided information around product usage and customers' own personal experiences.



ELEMENTS
In-store wobblers
Button badges

ELEMENTS
Kita agony column / magazine advert

BRIEF
Magazines included a button badge and a chance to win a cellphone.



CATEGORY
TV Commercial

GSK - Grand Pa
"ER Doctor" Television advert

YEAR
2006

BRIEF
Our doctor works in the emergency unit and does not always have the luxury of time. So when headache strikes, he can count on Grand-Pa Triple Action to come to his rescue.



CATEGORY
Product launch

GSK - Grand Pa
Anniversary video advert

YEAR
2006

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MY: Celebrate Grand Pa's 90 years

MY: Of fast pain relief.

VIDEO: Pack comes apart
MY: Win R90 000

MY: a month for 3 months, plus 90 instant prizes of R1 000.

VIDEO: The sides of the pack come together.
MY: SMS the last 4 digits of your barcode to 32911

MY: Grand Pa. Celebrating 90 years of fast pain relief.