

The Perfect Breakfast Companion for Every Home - Horlicks

Country executed in
Singapore

Client Name

Horlicks Singapore, Unilever International

To reignite Horlicks as a household breakfast drink amongst our key demographics, including families and young children; while promoting the new Horlicks Chocolate flavour. We set up the Horlicks-dispensing van to roam schools, Community Centres, and other family-centric venues.

Services

Creative Campaign, Design, OOH, Event Management, Media Buying

Results

Over 10,000 unique people sampled Horlicks in campaign span of 1 month

—> Generated new sales leads for Horlicks Ready-To-Drink version in school canteens we visited



NIVEA Rose Micellar Water Launch

Countries executed in
SINGAPORE

Client Name

Nivea

Co-content creation with different tiered influencers with measurable, lead generation quiz and UGC on Instagram - all in one for the launch of the new NIVEA Rose Micellar Water with Oil

Services

Creative Concept, Content, Design, Development, Content Creation, Social Media and Influencer Management

Results

600+ participants, 100+ social shares with estimated 10% increase in market share for the NIVEA Micellar Water

