





... as an low involvement product compare to other  
 ... which shampoo they should use.  
 ... (m, sister, girlfriend shampoo)  
 ... the different Visible benefit of shampoo.

**Target Group**

- Men Shampoo user
- Age 18 – 40
- Live in GBKK and Urban UPC
- Interested in sport especially Football



**Objective**

- Drive Penetration of Clear Men
- By educate men that men scalp are different from women and should use men shampoo in order to serve the need of their scalps




Check Point TVC



Fast & Furious TVC  
Tag on Promotion Clear Sport Bottle

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

**Provoke**



Clear Men Investigation (Provoke Campaign)  
4 TVC Scoops  
2 Online Scoops  
Radio Ad

**Involvement & Trial**





Clear Men Booth @ Thai Premier League  
20 Matches  
(Create Involvement and Trail by sampling)




Visibility in 47 Futsal fields  
(Create awareness and Trial by Dispensor)

**Distribution**




Clear Commando Day  
Boost Penetration in GT

**Awareness & Sport Image**



Own Thai Premier League Column + Thai Premier league Guide Book

**Penetration**



Penetration Campaign  
(Buy Clear Men 350ml free Clear Sport Bottle)

Done

Done

Done

Premium drive Penetration +  
In-store Visibility



PR Release



4 TV Scoops  
+2 Online Programs  
+ Radio



On Going

Booth Activity  
@Thai Premier League



Own Thai Premier League Column /  
Guide Book



On Going

Distribution Drive in OT  
"Commando Day"



Done

Samplings



On Going

Visibility + Dispenser in Futsal Field



On Going

# Clear Men Activation

**Objective:** to educate men that male scalp are different from female and tease male consumer to notice that using female shampoo is embarrassed and can't answer the need of male different scalp.

#### 4 TVC Scoops

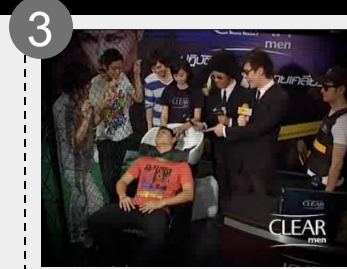
Scoop : CMI team going to challenge men consumer in various place about what shampoo they use.



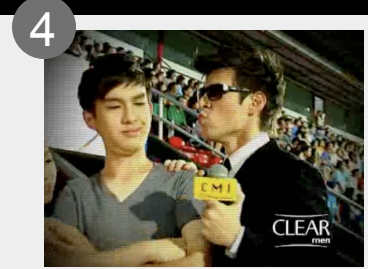
@Pub



@Super Market



@Thai Premier League Stadium



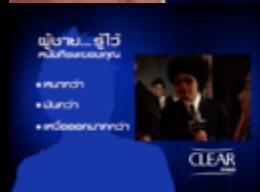
#### 3 Key Scenes



Ask what shampoo you use?  
+ Smell scene (Smell women fragrance on head)



Scene show that use female shampoo  
and smell like female shampoo are wrong



Communicate the different between men scalp  
vs women

**Objective:** to educate men that male scalp are different from female and tease male consumer to notice that using female shampoo is embarrassed and can't answer the need of male different scalp.

**Radio Ad**

Story line about female in football stadium who don't like men to be smell like women.



Station	Period	Frequency/day	Listenership
Hotwave 91.5	15th Feb-15 Mar	8	216,000
Active Radio 99	15th Feb-15 Mar	9+5Free PR	217,000
Sport Radio 96	15th Feb-15 Mar	7+Free Jingle 4 Programs	166,000

**Objective:** to educate men that male scalp are different from female and tease male consumer to notice that using female shampoo is embarrassed and can't answer the need of male different scalp.

## **2 Online Scoops : I-Here TV**

Tie-in help PR CMI  
Campaign in 2 of I-Here  
TV program.  
(I-Here TV is very  
famous → Have 19  
million views/ 165,000  
Members)



**Objective:** to create brand involvement with men consumer via various channel. And to create trial via sampling by various method.

### **Booth @ TPL**

Booth activity 20 matches together with sampling distribution / Fan premium for visibility in stadium and hair washing service.



Nice Pretty



Overall Booth



Ronaldo



Washing / Styling Service



Sampling Distribution



Foot Ball Game

**Objective:** to create brand involvement with men consumer via various channel. And to create trial via sampling by various method.

**Visibility in 47 futsal fields**

Media @ futsal field around BKK together with dispenser sampling



**Rest room**

**43 Fields with Education Message in rest room**



**7 Field with "FULL VISIBILITY" +Dispenser**



**Dispenser**

**Objective:** to create brand awareness together with enchant sport image for Clear Men through Star Soccer (No.1 football newspaper in Thailand).

**Own TPL Column**

Own TPL column for 66 times with educational message (Men must use men shampoo)



**Star Soccer** can reach up to 280,000 or 3% of total male population ( 15+BU) For the profile of Star Soccer, it's the best newspaper that can directly reach to Football Player effectively.

4 Key Messages

Total Brand

Cooling Itch Control

Cool Sport Menthol

Anti Hair Fall

**Objective:** to create brand awareness together with enchant sport image for Clear Men through Star Soccer (No.1 football newspaper in Thailand).

**TPL Handbook**

Give away 350,000 Thai Premier League handbook to men consumer via Star Soccer and via Booth activity @ Thai Premier League



The distribution of the booklet was in Mar which riding on Thai premier league open season. In the booklet, there is the detail of the competition that useful for readers.

**Objective:** to drive distribution of Clear Men by bundling together with Clear Women that already have high level of distribution.

**Execution**

**Clear Commando Day**  
Go distribute Clear set for 50,000 Set in 1 day (total campaign 80,000 sets)



**เคลียร์ใหม่** -บรรณกิจ รามเกียรติ์ (เจ้า) ประธานกรรมการ กลุ่มบริษัทคูนิโตะฟ ในประเทศไทย นำทีมผู้บริหาร เปิดตัว "เคลียร์ใหม่" ที่โรตารีไนท์ "ลูกริม 10" ช่วงเวลาสั้นๆถึงเพียง 3 ชั่วโมง เป็นปฏิวัติการ "เคลียร์ ดีเคดี" กระดาษหน้าดี ต่อตัวใหม่กว่า 8.5 หมื่นกว่าชิ้นทุกจุดเมืองหัวกระทิง

**"เคลียร์" รีไฟซ์ขึ้นนั่ง**  
เคลียร์รีไฟซ์ที่ตลาดคึกคัก

4 ปีที่แล้ว 3000 ชิ้นต่อวัน... (text continues describing the campaign's success and product benefits)

**เคลียร์รีไฟซ์ใหม่**  
1. ขวดล้างหน้า  
2. ขวดล้างตัว  
3. ขวดล้างมือ  
4. ขวดล้างเท้า

รวมเคลียร์รีไฟซ์ใหม่ 13,200 ชิ้น

เคลียร์รีไฟซ์ใหม่ 13,200 ชิ้น

- เคลียร์รีไฟซ์ใหม่
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- เคลียร์รีไฟซ์ใหม่

เคลียร์รีไฟซ์ใหม่... (text continues describing the campaign's success and product benefits)



**Objective:** to drive Clear Men penetration by create free premium (Clear sport bottle) as a nation wide campaign.

**Nation Wide Promotion**

Buy Clear 350ml get free Clear Sport Bottle, Nation wide campaign, Volume 80,000 pcs



Buy Clear 350ml



Free! Clear Sport Bottle

**In-store Visibility**

Together with In store visibility help boost the impact of promotion @ Sales point

CLEAR

WS

รสอ่อนๆ เนื้อเนียน  
COOL SPORT

1 ใน มูลค่า 139 บาท

เมื่อซื้อ แชมพูเคลียร์ เมน  
ขนาด 350 มล. สูงสุดได้ 1 ขวด

ตั้งแต่ 1 - 31 มี.ค. 2554

## Analysis:

### For Concept

- “We communicate that men scalp’s are different from women and have more scalp’s problem than women”



- “But only 9% of men perceived that they have scalp’s problem”

MillwardBrown -7- Shampoo male

Hair problems: Most Thai men claim to have normal hair (50%). Hair problems such as grease, dandruff and dry/damage occur at the same magnitude, although still relatively small in size (roughly 10%).

Data period: 28 Mar – 31 July 2011

	%
Coloured hair	10
Normal hair	50
Greasy hair / hair that gets greasy too quickly	11
Dry / damaged hair	10
Hair prone to dandruff / itchy or sensitive scalp	9
Fine or flat hair / lacking volume	1
Hair prone to frizz / rebellious hair	1
Hair with too much volume	1
Curly / wavy hair	5
Brown or dark brown hair	1
Black hair	15
Base :	480

(Q.HPC8) What kind of hair do you have?

### For Media

- “We choose the **RIGHT** media but still need to improve more on **CONSISTENCY** and **COVERAGE**”

## ***Do Good:***

- Relevant to target consumer → Football / Funny story line / Teasing other people
- Right touch point → Right Online (i.e. I-Here TV) / Right OOH (TPL/Futsal Stadium) / Right ATL TVC program (i.e. Pentor / Kon Auad Phee etc.)
- Provoke attitude of Men scalp different vs. Women Scalp

## ***Do Better:***

- Focus more on life style / emotional benefit to capture another 91% men who perceived they didn't have scalp's problem
- Increase media Consistency (Education campaign need long time to shift consumer behavior)
- Increase media Coverage (Expand from BKK to UPC / More ratio of ATL vs. BTL)