

WPPED CREAM 2008

MEDIA | HIGHLY COMMENDED | MINDSHARE USA
REXONA DEGREE FOR MEN | 24 'THE ROOKIE'

INNOVATIVE MEDIA STRATEGY

Degree for Men, a deodorant product, launched a new communication idea – For men who take risks and accept challenges, Degree for Men won't let you down – borne from our critical insight that, for men, a life without risks isn't worth living.

To highlight this insight, Degree sought to amplify its association with risk to a wide audience of men 25-35 and grow sales double-digits after years of flat growth. To do this, the brand partnered with the hit American TV show 24.

The programme included original short-form web content and an interactive web experience allowing consumers to step into the shoes of a rookie secret agent from the CTU (Counter Terrorist Unit – the government agency from the show).

Web content was created using the same assets and the distinct look of the television programme to create a natural extension of CTU that 24 fans know well. In each episode, Rookie Jason Blaine was sent on errands that escalated into high stakes and high drama.

The programme was exclusive to Degree and customized for the brand.

CREATIVE EXECUTION

The Degree brand is geared toward high-risk/high-reward situations, which is the everyday world of 24's star character, Jack Bauer. Custom content themed around 24 brought to life a new character within the CTU, "The Rookie," created from Degree's brand messaging and positioning. Content lived on a unique 24/Degree microsite that allowed consumers to fully immerse themselves in the high-stakes world of 24 courtesy of Degree.

Two short online films, "Coffee Run" and "Mistaken Identity," and six commercials were the centrepiece of a 360-degree marketing partnership. Content incorporated a Degree logo, brand messaging and positioning, as well as the assets and equity of 24, including the set and the director. The interactive site was also created to allow users to explore CTU and the desk of our Rookie agent.

Never before has a unique world and brand extension been created to build off the excitement and thrill of 24. The programme was conceived of and executed by the media agency.

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TARGET AUDIENCE

To articulate the notion of inspiration and risk taking, the brand strategically engaged the 25-35 male target with the risk message across several communication points. Each element helped to extend Degree's association with and understanding of risk.

Two short films, available exclusively at <http://www.DegreeRookie.com> were teased with trailers and TV commercials that ran on broadcast (FOX) and sports (ESPN) networks popular among men. Each element drove consumers to the web via cliffhanger endings to find out what happened next.

Online, traffic was driven to the Rookie site via placements on interactive properties frequented by the target (FOX.com, MySpace) while through a partnership with a telecommunications provider, customized Rookie ads were featured as mobile pre-roll during 24 weekly previews. In addition, a partnership with Professional Sports Publications Programme guides promoted the Rookie website and content.

Degree also sponsored the DVD release of 24's season five, and co-promotions and joint displays of Degree and 24 DVD sets drove sales outside the deodorant aisle at retail.

EFFECTIVENESS

- The Rookie programme generated a 30% lift in brand sales, making the brand fastest-growing in the category.
- YTD share increased by 1.2%, its highest ever.
- The films generated nearly 2 million views.
- Approximately \$30 million in media value from PR.
- Unaided awareness measures increased significantly.
- Usage and Purchase Consideration moved significantly vs. 2006.
- Degree renewed the programme for a second year.