

WORK

100% Kosher Head & Shoulders

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Half of Israelis will suffer from dandruff at one point or another in their lives. But most people don't realise they have it. This created a great opportunity for Head & Shoulders

Understanding

With so many Israelis unwilling or unable to recognise they have dandruff, we recruited the most powerful advocate around – their religious traditions.

The Passover tradition involves families conducting formal searches of their houses by candlelight, disposing of any 'unKosher' or 'Chametz' elements.

So while families carried out their devotions for Passover, including removing any bread crumbs in the house, we added dandruff to their removal lists.

We leveraged this national preoccupation with keeping a 100% kosher home as the perfect analogy for keeping a 100% dandruff-free head.

Solution

We created a new mechanism: 'Divine Sampling'.

Word of mouth is incredibly powerful, but we discovered an even more effective channel: Word of God.

We did this by making Head & Shoulders part of Passover, including special dandruff detection strips in the traditional search kits.

Execution

We bought the entire national stock of Passover kits from the sole supplier; a quarter of a million packs containing a candle, a feather, and a dustpan used to symbolically locate, swipe, and remove any tiny suspicious objects.

We branded each kit with the Head & Shoulders logo and added dandruff testing strips.

We arranged for these kits to be distributed via synagogues – a first for a brand, and acceptable because the Passover kit contained the text of a key prayer.

Results

Our strategy of 'Divine Sampling' made our message culturally relevant.

The result? All 250,000 Passover kits found homes, sales soared, and H&S's market share grew by 35% year on year.

Awards and Recognition

- Cannes Lions 2016 | Gold: Media Lions, FMCG
- Festival of Media Global | Silver: The Creative Use of Media Award
- M&M Global Awards 2016: Best Local Execution of a Global Brand