

MEDIACOM

WORK

Say it Proud

CLIENTS

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"Say It Proud" served to overcome Indonesians' lack of confidence when pronouncing Head & Shoulders by giving them permission to call the brand what they wanted.

Challenge

Head & Shoulders is the world's #1 Anti-Dandruff shampoo. However, in Indonesia, it remained a challenger brand.

We realised that H&S' biggest barrier to the Indonesian market is its brand name. Due to the sounds required to pronounce *Head & Shoulders*, Indonesians find it very difficult to

say. Indonesians were using Head & Shoulders only when they didn't have to ask for it and using simple-to-pronounce competitors when they did.

Idea

First, we celebrated the struggle many Indonesians face in pronouncing our brand in a comical way by releasing a real online bloopers clip of our own veteran brand ambassador, actor Jo Taslim, mispronouncing our brand name during a TV commercial shoot. We collated all common mispronunciations of our brand – “Heten & soljers”/ “Hed & Solder” – and tweaked our Google search (both voice and written) to accept all versions.

All our efforts climaxed at Indonesia's most culturally relevant event: Independence Day. We celebrated our 700 languages and dialects with TV messages featuring consumers offering their own version of the H&S brand name, as well as locally-customised regional radio spots. Finally, we produced more than 300 versions of shampoo packs carrying different versions of the Head & Shoulders name.

Results

Overall market share grew by 16%. Overall sales grew by a whopping +13% – up 11% on the category as a whole and up 12% on our direct competition.

We sold an additional 660,000 bottles as hundreds of thousands of new Indonesian households tried the brand.

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