



MEDIACOM

NEWS

MediaCom wins in Women's

Intimate Health

AWARD WINNING CLIENTS PARTNERSHIP

22 MAR 2017

Bayer & MediaCom UK enjoyed great success at the industry specialist OTC Marketing Awards, which took place on 9th March in London.

This is a great endorsement of how Bayer perceives MediaCom/MBA as partners and collaborators, and a demonstration of how we are driving real business results for clients.

Best OTC Marketing Campaign on a Big Budget

What the judges said:

- “Canesten has successfully redefined itself from being a brand owning a single product benefit, to a broader ownership of a new women’s intimate health proposition. Impressive growth from an already large brand shows there is emerging appetite for this new territory.”
- “The way Canesten innovates and drives its category to deliver continued performance year-on-year is impressive. By engaging and understanding the target audience, Canesten

talks about intimate hygiene with subtlety and brand fit. This campaign delivers growth when it would be easy to settle for maintenance.”

Best OTC Digital or Mobile Marketing Campaign

What the judges said:

- “The Canesten campaign pays close attention to how consumers feel about what is a delicate subject and offers them great advice through the channels its consumers use.”
 - “Bayer really understands Canesten consumers, the range of online channels they use and how they use them in different ways to tackle what is a difficult condition to address.”
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Following the wonderful week of celebrating women, Canesten’s brand purpose in a world of social pressure and judgment, is to exist to empower people to get comfortable in their own skin. So let’s continue striving to deliver on work that not only drive sales but helps empower women to get more comfortable talking about their intimate health!

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