



AWARD: The Collaborator [SEA]

WINNER: Pantene — Recharged Hair Recharged Me (Indonesia)

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BACKGROUND AND CONTEXT

Many Indonesian women do not correctly understand the benefits of conditioners and there is some misconception that conditioners can only be used to moisturize dry hair. As a result of this misconception, 8 out of 10 Indonesian women still believe that just using shampoo is good enough for their hair and don't see the value of adding a conditioner to their hair care routine. This behavior led to the decline of the conditioner category at 16%, where shampoo had already hit 98% penetration.

To address this, Pantene launched the 'Recharged Hair, Recharged Me' campaign, which aimed to prove to these women not only the direct benefits of conditioning their hair but also the psychological impact of having more great hair days as a result. Pantene wanted to first engage Indonesian Gen-Z and young millennials to help build buzz and create real conversations around the topic. And so to maximize reach, they looked to online and social media platforms like YouTube, which these target audiences favor for entertainment and engaging with relatable content.

CAMPAIGN OBJECTIVES

Pantene's core objective was to encourage more Indonesian women to use conditioner as part of their daily hair care routine. To ensure that their message cut-through though, they had to deviate away from the stereotypical way of using female talent and graceful messaging around beauty. Further to this; they needed to partner with platforms that provided for optimized targeting and reach amongst their core target audiences and allowed for it to generate real and engaging debate.



CREATIVE STRATEGY

Challenged with the need to ensure cut-through and garner the attention of Indonesian women, who are already not engaged with the concept of using conditioner - Pantene came up with a unique breakthrough strategy that challenged the category conventions of typical advertising in the hair care sector.

The brand cleverly did so through breaking the stereotypical way of using female celebrities and graceful messaging ; and partnered with controversial YouTube creator Keanu Angelo. The campaign cleverly played into his notorious and comical fame of being short-tempered, and frequent playback to his long unruly hair. Not only that but Pantene ensured they did this through tapping into what people know and love about him; which helped to make it real and relevant to audiences. This strategy is highly relevant and correctly aligns with the changing

values of younger generations; who now favor embracing their 'flaws' and rejecting traditional beauty methods [Kantar Global Monitor, 2021].

Aside from tapping into the power and influence that YouTube creators like Keanu have on younger audiences; the brand also made use of varying formats and approaches to ensure the success of its campaign online. From Keanu building initial buzz through his multi-social platforms to highly targeted placement of the ad on YouTube.

WHAT ROLE DID YOUTUBE PLAY?

YouTube – as the highest penetration online video platform – was used to drive reach and exposure on Pantene's owned channel. Pantene utilized Keanu as someone who was originally born as a YouTube creator and rose to fame from being a content creator. Using a YouTube content creator as a 'brand ambassador' shows a unique collaboration, as the audience is already aware of his 'true personality' and his 'problem'. YouTube uniquely provides an ecosystem that provides an evidential evolution of creator content along with the facility for diverse formats, styles and objectives. Collaborating with trusted and loved YouTube Creators has become an influential way for brands to connect with audiences authentically. In addition this showcased how Pantene helped solve Keanu's hair issues through the lens of his personal story, and this elevated the relevancy as it allows the audience to connect with the real life issue through the lens of Keanu and not just another beautiful female celebrity. It was further supported by YouTube Masthead on prime hours (7-9 AM and 8-9 PM) and launched in long-form, followed by short cut downs of the long format to deliver the message better and drive ad recall.

OVERALL EFFECTIVENESS

The campaign was effective in driving the following results:

- In the 24 hours after the campaign launched, Pantene got 23 million organic impressions and 98 thousand engagements. It also generated an increase in search volume and even set a record, making it the most viral advertisement in P&G Indonesia's history
- From business POV, Pantene experienced double digit growth, growing > 120% in 6 months

WHY DID THIS CAMPAIGN WIN?

Breaking category conventions away from the stereotypical manner of using aspirational female talent that exudes beauty and depictions of 'perfection' and partnering with a controversial male YouTube creator, was successful in making Pantene more relatable to audiences. Already faced with the challenge of overcoming misconceptions around conditioner, Pantene was able to successfully cut-through by deviating from the norm and aligning with the changing values of younger audiences, who are evidently embracing their 'flaws' and rejecting the traditional means of beauty standards.

The collaboration with Keanu Angelo was a winning partnership as the brand was able to cleverly play on his comical fame and showcase the actual results of Pantene's conditioner through the lens of Keanu. The campaign played into what consumers know and love about him - delivering the message in a way that was relevant, real and entertaining. Tapping into his strong fanbase allowed for the campaign to create buzz and topicality which was further helped through his engagement on his YouTube channels and other social media platforms.

