



📍 ASIA

## Dettol Drives Purchase Intent with a Weather Forecast Based Video Ad Experience



**Solution**  
Identifying Target Audience, Engaging with Customers, Acquiring New Users

### About Dettol

Dettol is a widely recognized household name, thanks to the long, successful history of providing top-class germ protection to their consumers. Originally launched as an antiseptic brand, Dettol has evolved and diversified into other health and hygiene categories while remaining true to its essence of creating germ-fighting properties.

### The Highlights

**2X**

Video completion rate recorded

**40000**

ad viewers intended to purchase the product



Dettol Cool bar soap is the much-needed cool escape in summers with 2X menthol fragrance. To familiarize consumers with the product at the time of launch, we designed a mobile-first campaign with a full-screen immersive video communication. While leveraging InMobi Audiences helped us identify the right audience for the campaign, the highly engaging video communication delivered the right message to the decision-makers of the house.



Humayun Farooq  
Marketing Director, Recruit - Pakistan

### The Brand Objective

Summers in Pakistan are excruciatingly hot. Most of the country, right from Islamabad to Karachi, bears the grunt of the long summer months every year. With the intention of instantly cooling down the skin during summers, Dettol launched a new product – Dettol Cool Antibacterial Bar Soap. The double menthol-based product cleanses, cools, and revitalizes the users' skin, leaving them feeling rejuvenated and ready to beat the heat. Additionally, it kills the bacteria and viruses that cause body odor and offers 10X protection from germs. While Dettol is widely associated with hygiene-care products, the brand aspired to switch gears to craft brand associations in the realm of skincare along with germ protection with this product launch. The brand took major strides in driving widespread awareness by engaging via mobile, educating via video, and enabling instant purchases through shoppable experiences.



### The Solution

Dettol partnered with InMobi to launch a mobile-first, full-screen interactive ad campaign to launch the Dettol Cool Antibacterial Bar Soap in Pakistan. The two-week campaign leveraged InMobi's video solutions to drive brand awareness and consideration.

### Identifying Decision Makers in Pakistan

Dettol delved into InMobi Audiences to curate effective audience segments based on their demographic, appographic, and technographic traits. The brand targeted the decision-makers of households and identified mothers, shopping enthusiasts, upscale dwellers, and business park employees in the connected world. The brand then reached these audiences through the location polygons deployed across homes, apartments, and shopping malls in the country.



### Engaging the Audiences with Dynamic Creative Optimization

Dettol, in partnership with InMobi, launched a full-screen rich media interactive ad unit. The ad unit comprised of two elements: a weather prediction and a video ad designed intelligently to grab eyeballs to the ad unit.

1. Weather Forecast: The brand decided to start the first screen of the ad unit with the live weather forecast in the cities of Pakistan to depict the scorching heat. This feature accurately predicted the real-time weather in Summers based on the time of the day and location. The two-second dynamic forecast displayed tailored messages to the ad viewers based on whether the weather was sunny, partly cloudy, or rainy, underlining the instant coolness that Dettol's Ice Cool soap offers.

Weather Type	Tailored Communication
Sunny	Don't sweat it! Use Dettol cool to stay germ-free, odour-free, and fresh
Partly Cloudy	Stay cool with Dettol cool's burst of freshness throughout summers
Rainy	Stay cool all year round with Dettol cool's burst of freshness throughout summers

2. The Video: If the temperature crosses 30 degrees (as it often does), the second screen displays a 15-second product video. The video emphasizes the respite from the heat the Dettol Ice Cool soap offers while actively providing 10X protection from germs. The soap's USP displayed as the on-screen text below the video further highlights the brand's core messaging of 'Icy Cool freshness'. The CTA at the bottom of the screen, 'Buy Now,' equipped users with the option to purchase the product instantly on Pakistan's popular e-commerce website, Daraz, thus driving higher purchase intent.

By launching the ad unit predominantly on Gaming and Entertainment app inventory, the brand amplified the campaign impact manifold.



Sunny



Partly Cloudy



Rainy



The Results

While the synergetic combination of tailored messaging and Dynamic Creative Optimization delivered outstanding results for Dettol, the phenomenal VCR (Video Completion Rate) reflects the campaign's success in driving awareness and consideration.

