

2014' WHITE WEARABLE OVERNIGHT NEW PRODUCT LAUNCH_DIGITAL CAMPAIGN BRIEF



OBJECTIVE

Raise awareness of the WHITE new product **“Wearable Overnight”**

As the “Wearable Overnight” product is first introduced in Korea, announce the Launch and product key feature. Reinforce innovative brand image of WHITE.

PRODUCT KEY FEATURE

Point 1. Product USP : 360 degree perfect leaking-prevention

Point 2. Product Category: Overnight product, that can be worn as underwear

Point 3. Target Benefit : Have a nice sleep with 360 degree leaking-prevention (Nickname: sweet-dream pad; 꿀잠패드)

STRATEGY

Introduction Video, explaining and delivering information about the Wearable Overnight product, based on these 3 points (ex. When to use the product/ how to dispose the product/ etc..._



The Video will be produced targeting our core target (college students in their early 20's) in order to cause natural buzz.

