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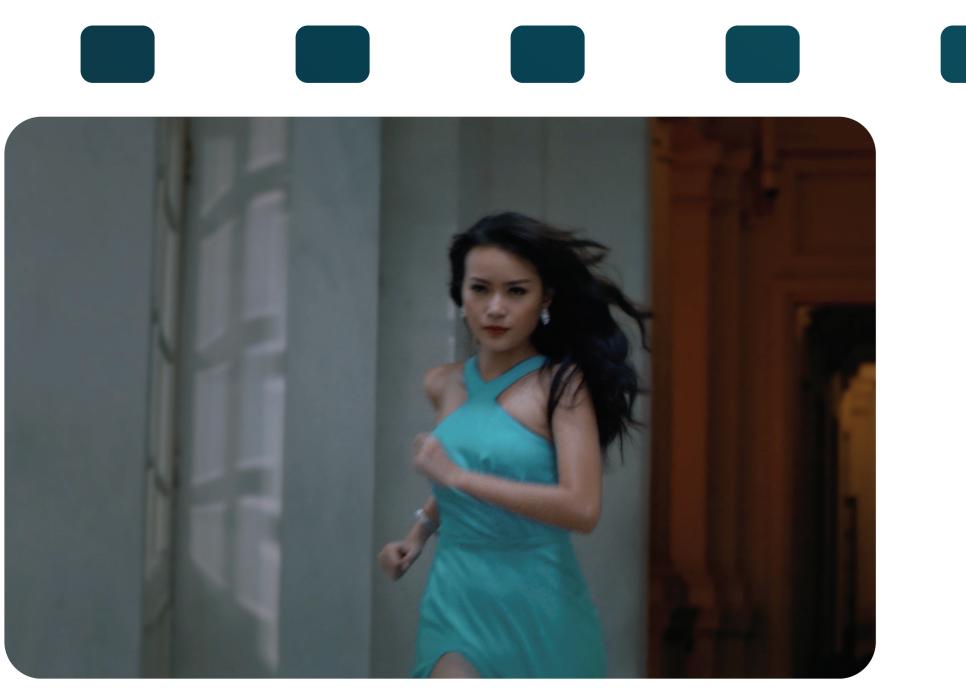
HOW LAURIER BROKE THROUGH SANITARY PAD ADVERTISING CLICHÉS, WITH A HOLLYWOOD CLICHÉ.

# THE CHALLENGE

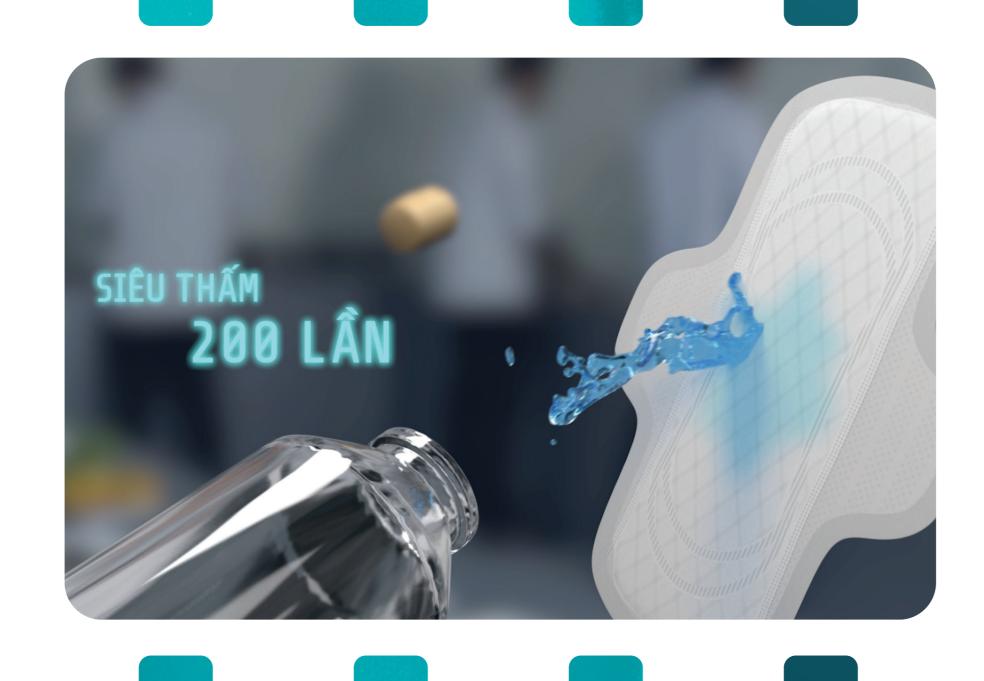
Laurier was once top-of-mind in sanitary pad category. However, in today's oversaturated Vietnamese market, it's facing fierce competitions from a sea of brands. To launch the new and improved Super Slimguard series that is 200x absorbent with only 1mm ultra thinness, we needed to find a way not only to stand out, but also disrupt the whole category.

## 

As menstrual pad adverts have been overflowed with overly sensitized clichés and generic product demonstrations, we decided to go against the flow by adapting Hollywood spy genre. Since our pads offer powerful absorbency while being super slim, we created 'SLIM BUT STRONG' short film that is packed with action sequences of an undercover female spy, who was using Laurier Super Slimguard pads as a weapon to save the day. This way, we were able to walk the audiences through different product functions in a bizarre way that is no less thrilling than a Hollywood blockbuster.













66 Sanitary pad ads are taking a big leap. 55



66 This super creative ad made sanitary pad become a secret weapon of a 007 female spy! 99

# agencylife

Wietnamese ads are getting more incredibly unexpected and creative!

# Gotit

#### INSTANT CLASSIC CASE STUDY FOR MARKETING SCHOOLS:

66 Drama content formula for making an ad viral and effective. 99



### THE RESULTS

Organic Views 1.5M views in 48hrs

Reactions / Comments / Shares

**Total Views** 

more than target sampling registrations

**Total Impression** 

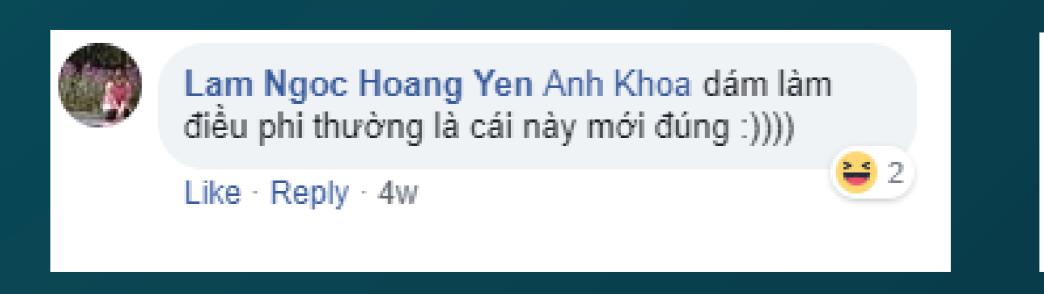
Increase in Sales within one month

"Wow! I have never ever seen such an

extraordinary sanitary pad ad like this!"















advertisements are improving day by day?"

"Advertising in Vietnam has reached a whole new level of creativity."

