

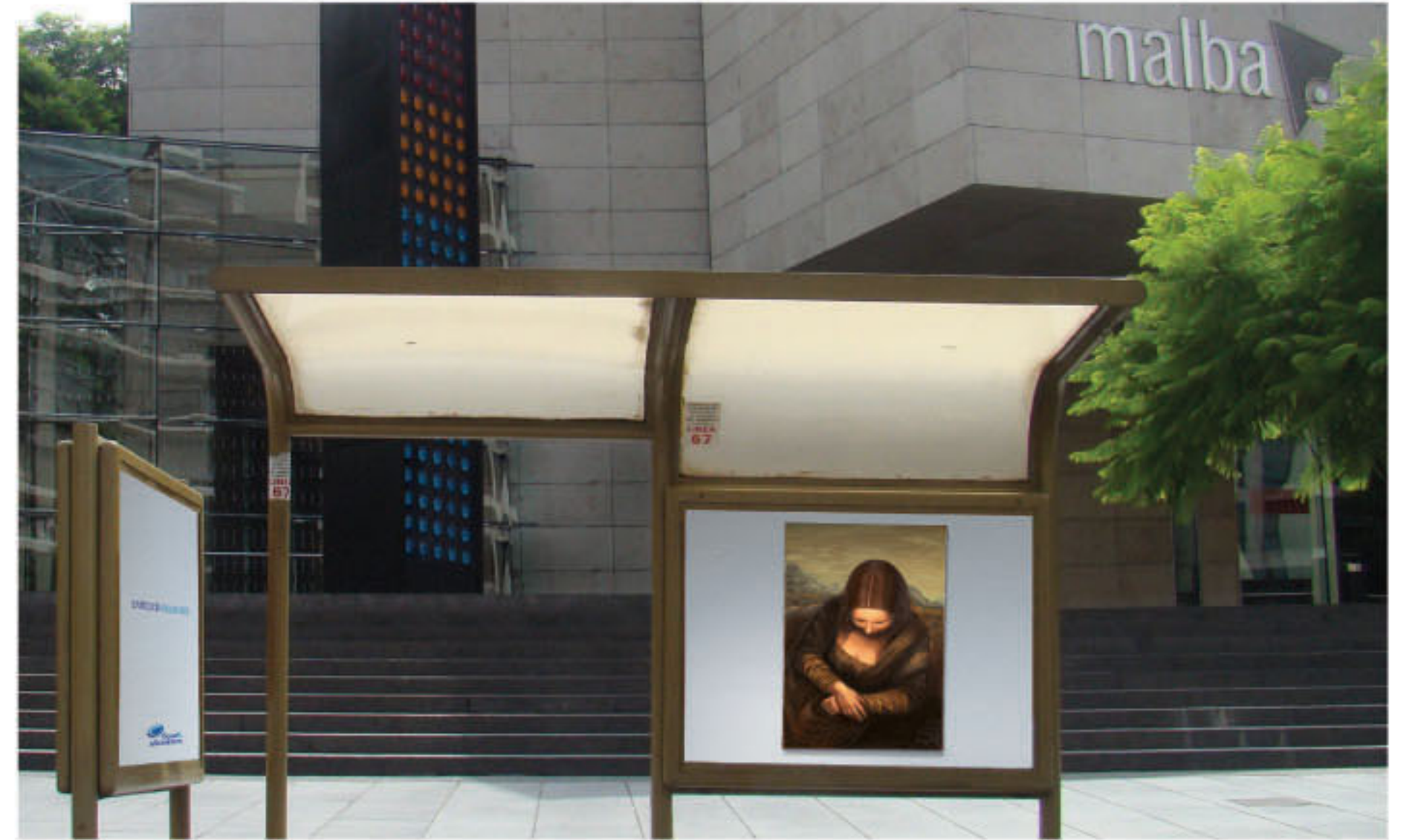
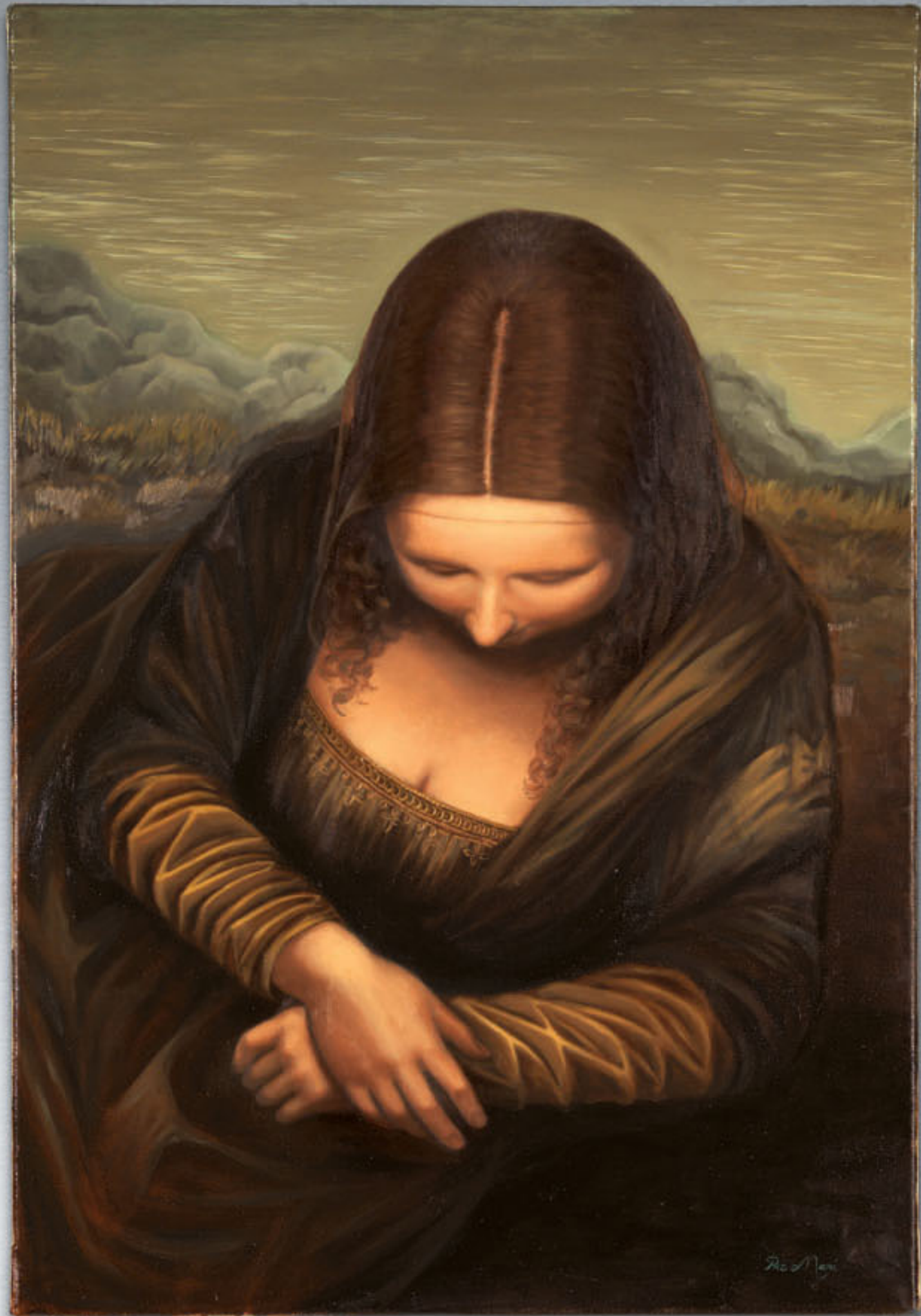


**TITLE: THE HEAD&SHOULDERS POINT OF VIEW**

**MAGAZINE COVER**

In the light of the concept "The Head&Shoulders Point of View" print pieces were developed using women's magazines' covers. While the cover showed the model from the front, the first and second pages in the magazine were used to show the same cover but featuring the model as seen from above. In this way we were able to show the model's healthy scalp, clean and 100% dandruff free.



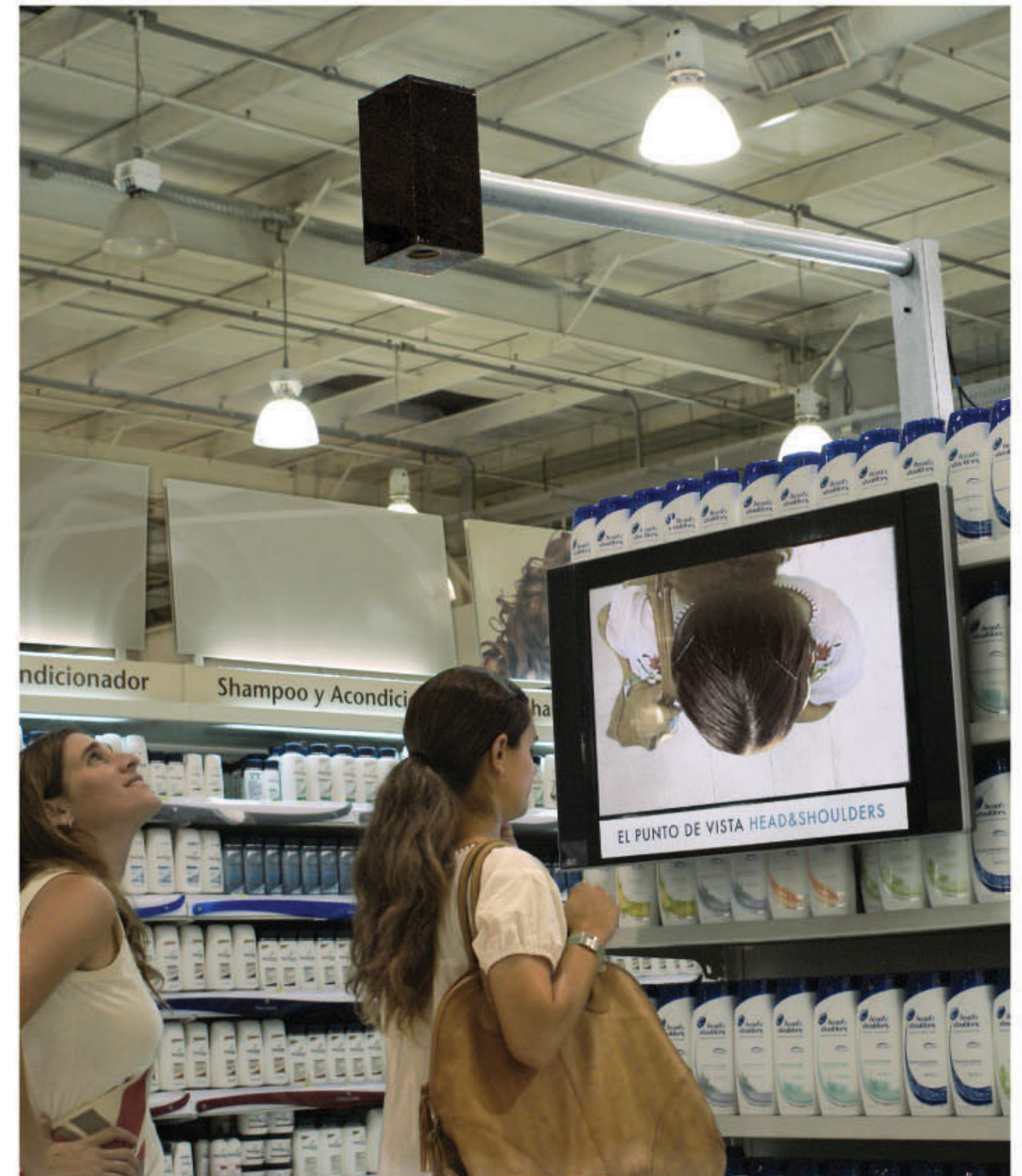


**TITLE: THE HEAD&SHOULDERS POINT OF VIEW**

**ART MUSEUM OUTDOOR POSTERS**

On outdoor signs close to main museums we could see Leonardo's Mona Lisa and VanGogh's self-portrait from the HEAD&SHOULDERS POINT OF VIEW. A crazy twist on two of the most recognized historical paintings.





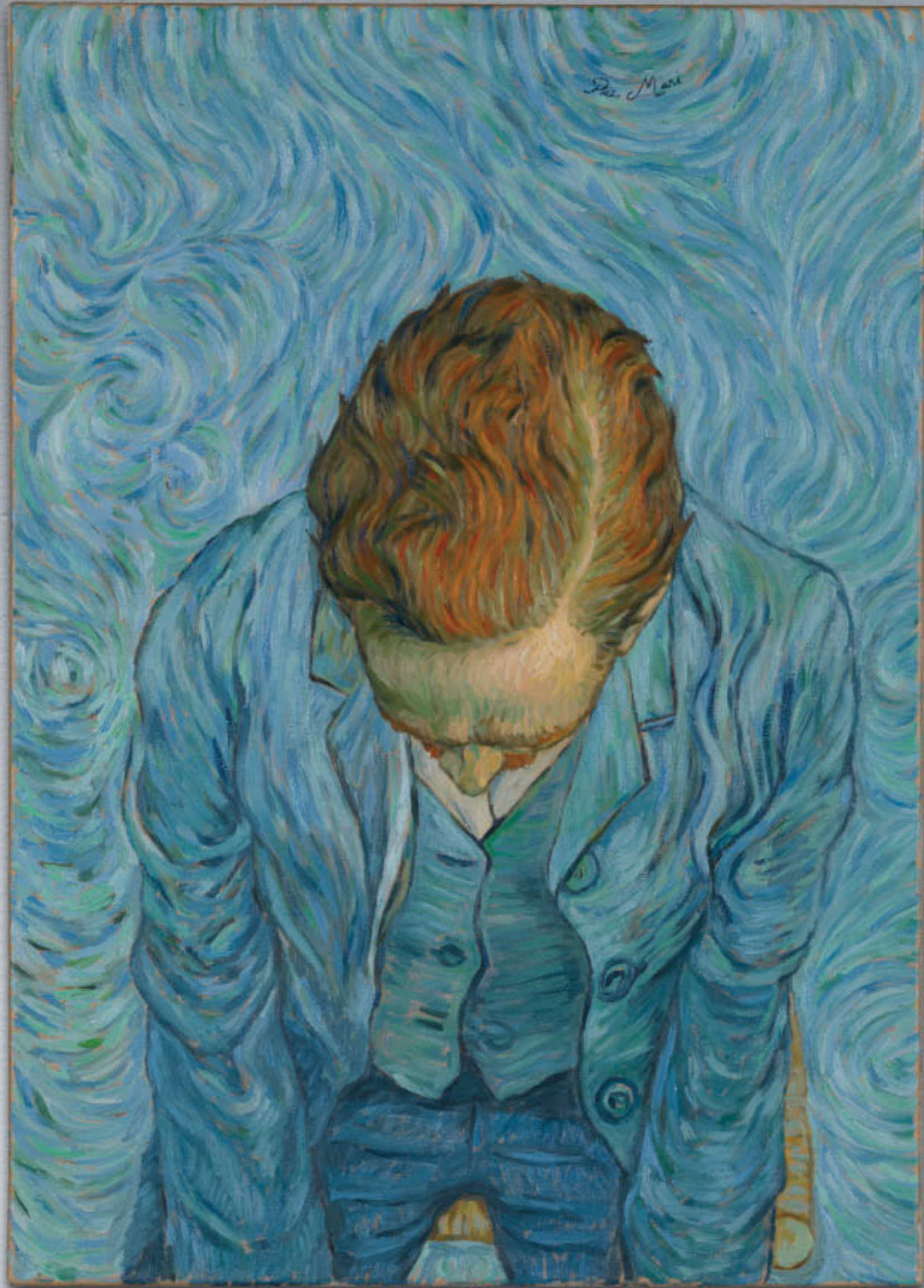
**TITLE: THE HEAD&SHOULDERS POINT OF VIEW**

**POINT OF PURCHASE**

To highlight The Head&Shoulders Point of View, a device was created in order to film consumers' heads from above, displaying the images simultaneously on a screen in front of them.

This allowed the consumers to confirm if their scalp was dry or had dandruff right in front of the whole Head&Shoulders line.



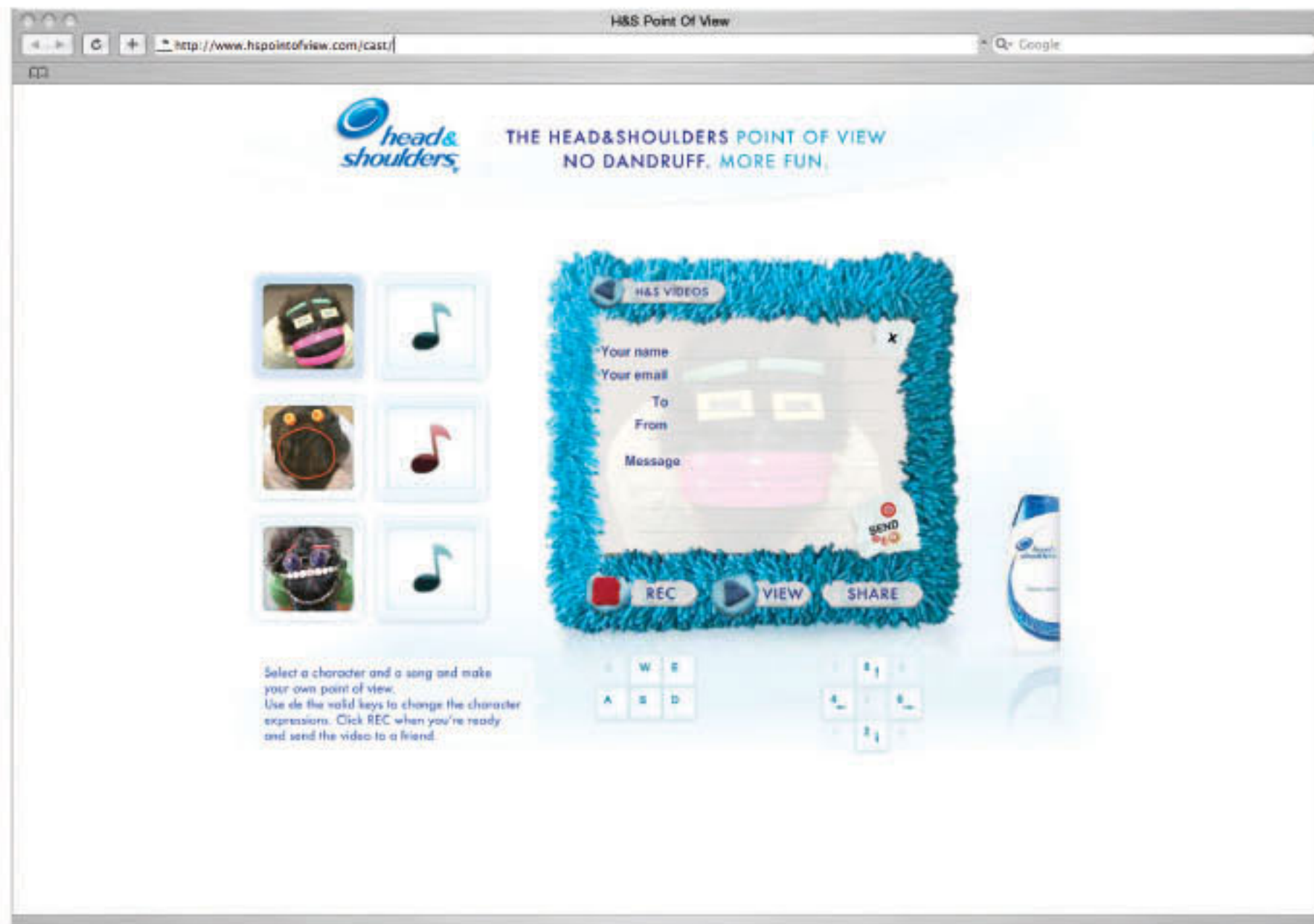
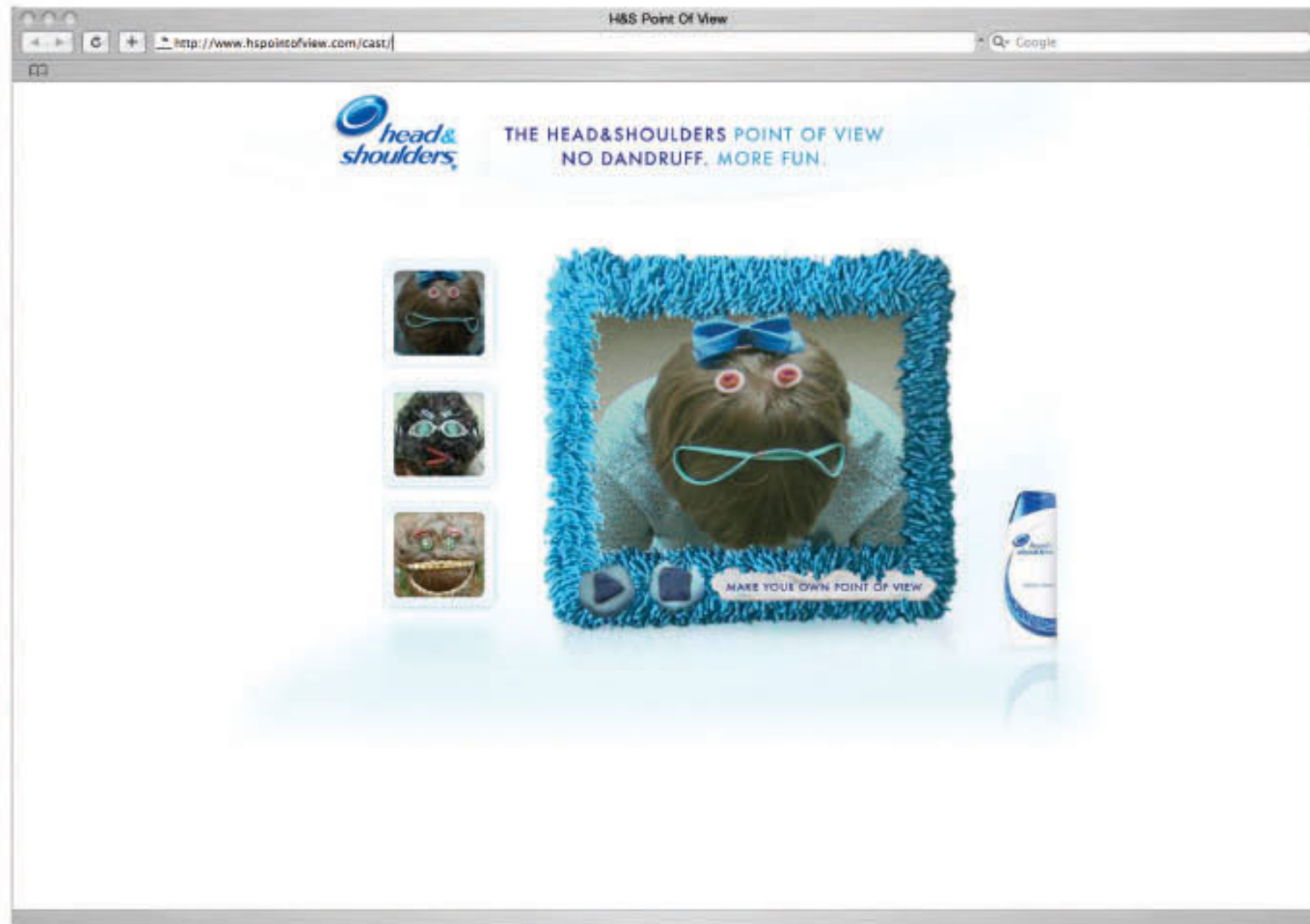


**TITLE: THE HEAD&SHOULDERS POINT OF VIEW**

**ART MUSEUM OUTDOOR POSTERS**

On outdoor signs close to main museums we could see Leonardo's Mona Lisa and VanGogh's self-portrait from the HEAD&SHOULDERS POINT OF VIEW. A crazy twist on two of the most recognized historical paintings.





## TITLE: THE HEAD&SHOULDERS POINT OF VIEW

INTERNET

At the web page you can put together your own character, choosing the music and the head type that you prefer in a "do it yourself" animation. In this way you can share the Head&Shoulders Point of View with whoever you like.