Head & Shoulders launched in 1961, it was the first time people ever experienced the powerful dandruff eliminator, ZPT. Fifty years later, as the world’s #1 shampoo, they are the most tested and most trusted dandruff shampoo.
Case Study - Head and Shoulders

**Campaign Objectives**
- Promote the head and shoulders TVC and drive competition registrations

**Duration**
- 1 Month

**Measurements**
- Click through rate
- Post click engagements
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Solution

Dynamic execution - Targeted users were encountered with various attractive call to action mobile ad placements which all led to a dynamic rich media execution. Once user clicked on the expandable ad unit, the user was then directed to watch the competition’s TVC followed by various call to actions such as:
- Watch TVC
- Learn More
- Social Media buttons

Measurements

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of impressions in 1 month</td>
<td>+1,000,000</td>
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<tr>
<td>Average CTR achieved</td>
<td>1.02%</td>
</tr>
<tr>
<td>Post click engagements</td>
<td>+11,000</td>
</tr>
</tbody>
</table>
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Screenshots

Click here to view the ad
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Screenshots