



ASIA

Viso Pises Takes a Meaningful Step with Mobile to Spread Detergent Awareness



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

About Viso Pises

From the house of Unilever, Viso Pises, is a laundry and detergent brand in Cambodia. Sharing a legacy of creating world-class products with its parent brand, Viso Pises provides superior quality and value across its range of products. Viso Pises is the #1 detergent brand known to be the Cambodian consumer's favorite.

The Highlights

59%

of engaged users completed the slider interaction

10%

of the engaged users showed consumption interest



"With our Optical Bright Technology in Viso Pises LIQUID that keeps clothes color dazzling bright like new, easy to dissolve properties in the water with no residue left, and the perfume molecule that gives clothes fresh & long-lasting perfume fragrance, consumers can smell fresh for longer. To bring forth the contrasting differences to the powder detergent consumers in Cambodia, we decided to deliver an engaging experience. The mobile-first slider bar experience was not only educative but also interactive, enabling users to take action through the CTA. We are delighted to see the brand interest soaring high with this campaign."



Mith Vuttheary
Marketing Manager, Viso Pises

The Brand Objective

Legacy brands like Unilever Cambodia consistently take new strides in launching innovative products to meet an ever-growing array of consumer needs to make their life easy. The liquid detergent is one such innovation that promises high solubility, long-lasting fragrance, and impressive brightness even with machine wash. In Cambodia, the consumption of liquid detergent is an emerging and fast-growing opportunity; the brands that trailblaze this trend will not only benefit from a first-mover advantage but also secure their longer-term pursuit of scale and growth.



Hence, Unilever Cambodia needed to build a positive notion about the performance of their newly launched liquid detergent - 'Viso Pises' in the minds of Cambodians. The brand intended to depict the contrasting differences between the widely used powder detergents and the highly capable liquid detergents in the most engaging way. To increase liquid detergent consumption, Viso Pises decided to engage smartphone-savvy Cambodians on the channel of their preference - mobile.

The Solution

Unilever Cambodia Viso Pises partnered with Havas Riverorchid Cambodia, Moblaze, and InMobi to turn their far-sighted vision into reality. The brand achieved its objective in three simple steps.



1) Identifying the High-impact User Personas: As a part of the objective, the brand wanted to reach out to niche target segments of washing machine users living in Metro, Urban and Provincial towns, who usually shop at supermarkets or big provincial markets in the region. Therefore, to deconstruct the behavior of these target groups, the brand leveraged InMobi Audiences. With advanced demographic, technographic, and appographic signals on the platform, the brand identified these audiences and polygon mapped them within the vicinity of major regional provinces to sync the behavior between online and real worlds. This step enabled the brand to cut-through redundancies and reach only the niche audience who would be interested in discovering more about the product.

2) Delivering a Slider Bar Interactive Experience: To enable users to understand the advantages of using a liquid detergent, the brand created a slider bar experience, where users are encouraged to slide for a reveal on the full-screen interstitial. When the user slides the pointer to the right side of the screen, the brand shows the pros and cons of using a powder detergent. When the user slides the pointer bar to the left side, the right side of the screen is revealed, highlighting the perfume booster technology that provides long-lasting fragrance, the easily dissolvable nature of liquid detergent in water, and the advanced superior brightness with every washing machine wash. The CTA 'Learn More' enables users to discover additional advantages of using Viso Pises Liquid detergent from the company's official social page.

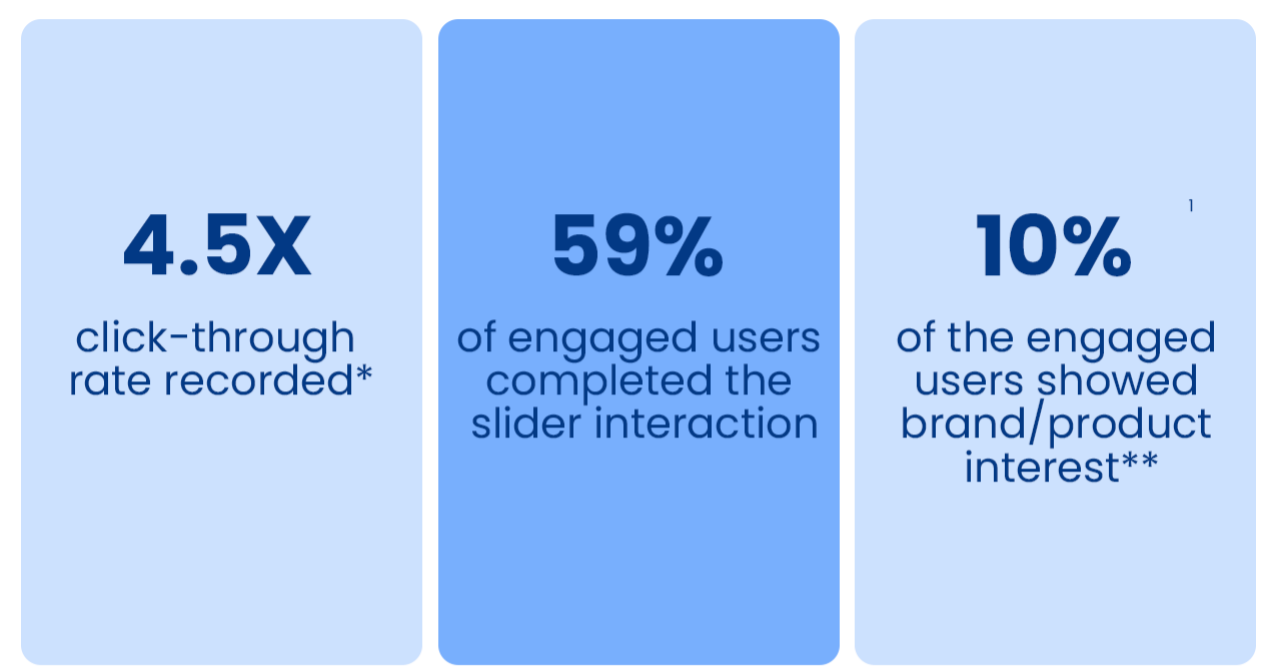




3) Amplifying Reach with Smart Optimizations: By identifying the app interests of the target audience, the brand optimized the audience traffic by reaching them on the apps they use the most – entertainment and utility apps.

The Result

As a brand is known to innovate and empower consumers, Viso Pises delivered successful initiatives with the right mix of creative excellence and targeting capabilities. The brand ensured that the messaging strongly demarcated the advantages of using a liquid detergent, driving brand interest.



*Compared to industry benchmarks
**Uses who showed brand interest by clicking on the CTA