

PANTENE x  GRYNOW . UAE





Helped Pantene in boosting the visibility of Pantene Oil Replacement through User Generated Content.

## Objective

- To raise awareness about Pantene Oil Replacement.
- Encouraging the audience to make a purchase.

## Strategy

- Targeted female audience with hair concerns.
- Designed different creative concepts showcasing the USP of the product.
- Provided them with customized scripts and our in-house team handled the final editing.

## Campaign Results:

10

Videos Delivered

9.4%

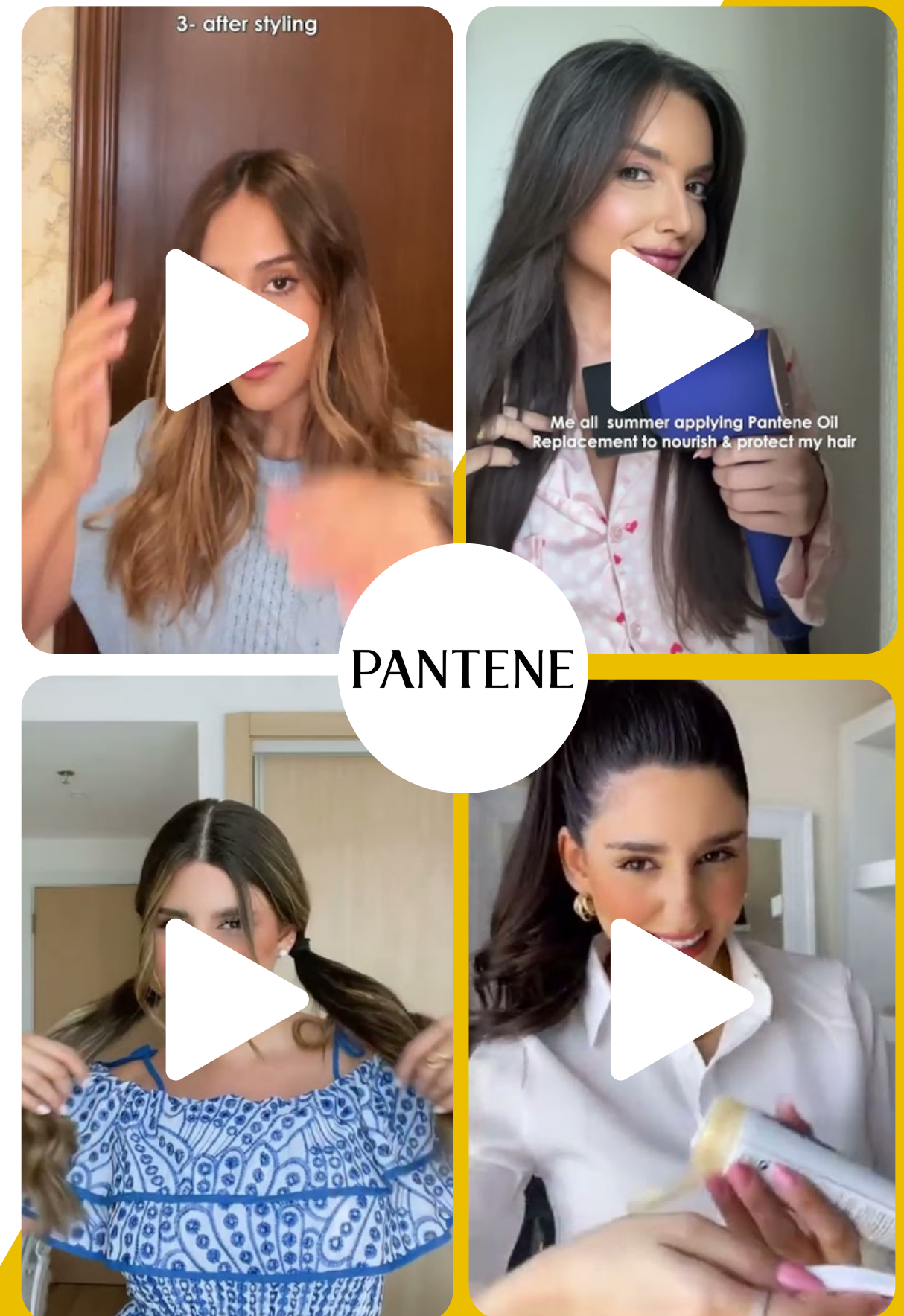
Increment in enagement


11%

Increment in conversion



Platforms



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**Contact Now**



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