

Henkel

TAGE
360°
COMMUNICATION

CREATIVE

KEY VISUAL AND TAGLINES

TEASING PHASE:
**FOR GREATER
CLEANLINESS
AND PROTECTION!**

REVEALING PHASE:
ENTRUST IT TO TAGE!

THE CONCEPT HAS TWO PHASES:

TEASING: A ROOM WITH A LARGE SAFE, ITS DOOR CLOSED, HINTING AT SOMETHING VALUABLE INSIDE.

REVEALING: THE SAME ROOM WITH THE SAFE DOOR OPEN, REVEALING ONLY A SHIRT, SYMBOLIZING HOW CLEANLINESS AND QUALITY CLOTHING ARE VALUABLE AND WORTH PROTECTING.





Tage For greater cleanliness and protection!

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A Good Help is Forever

ENTRUST
IT TO
TAGE!

TAGE
Henkel
A Brand Like a Friend

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POSM



SHELF WOBBLER

OFFLINE PROMOTIONS



SHELF DISPLAY

TO ATTRACT NEW USERS, WE RECOMMEND DISCOUNTS ON SINGLE PRODUCTS AND RELEVANT BRANDED GIFTS. OUR OFFLINE ACTIVATIONS CAN SUPPORT THESE PROMOTIONS, APPLICABLE TO ALL PRODUCTS AND COMMUNICATED THROUGH PROMOTERS AND POSM.

THE OFFFLINE PROMOTION DESIGN WILL ALIGN WITH THE SAFE BOX CONCEPT FROM THE KEY VISUALS.

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ACTIVATIONS

SHELF DISPLAY



GAME MECHANISM

IN MALLS, A LARGE MOCK-UP OF TAGE LAUNDRY POWDER WITH A VAULT DOOR WILL BE DISPLAYED. VISITORS CAN TRY TO ENTER THE VAULT USING A JACKPOT GAME MECHANISM.

GET REWARDED

PLAYERS MATCH THREE TAGE PRODUCTS TO OPEN THE VAULT, REVEALING A SHIRT AND A GIFT—TAGE CARE PRODUCTS OR A GIFT CARD. A VIRAL VIDEO OF THE ACTIVITY WILL BE SHARED ONLINE.

INTERACTIVE DISPLAY



THE ACTIVATION DESIGN WILL BE SEAMLESSLY ALIGNED WITH THE SAFE BOX CONCEPT FEATURED IN THE KEY VISUALS.

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TVC

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NARRATION:
We have memories with some of our clothes...



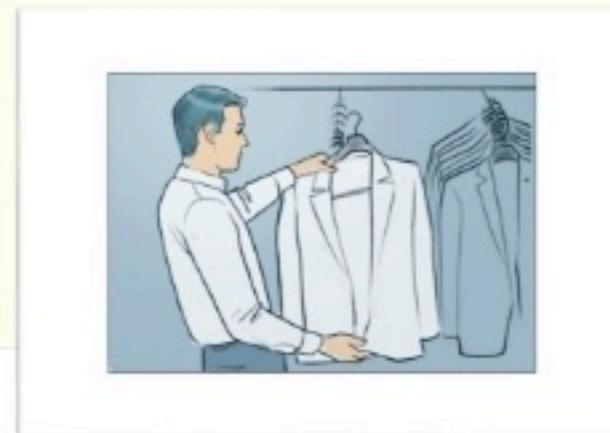
EPISODE I:
A WOMAN FOLDS CLOTHES WITH HER 6-YEAR-OLD CHILD SITTING ON THE BED. SHE PAUSES WHILE PICKING A SHIRT, GLANCING AT AN OLD PHOTO OF HERSELF WITH HER HUSBAND AND CHILD, WEARING THE SAME SHIRT. THE CHILD LOOKS MUCH YOUNGER IN THE PHOTO.



EPISODE II:
A BOY IN TEAM MELLI CLOTHES LOOKS IN THE MIRROR, GRABS HIS FOOTBALL, AND LEAVES. IN THE COCKPIT, THE PILOT PULLS BACK AS THE FLIGHT ATTENDANT HANDS HIM COFFEE MORE CAREFULLY.



NARRATION:
We are very sensitive about some...



NARRATION:
Our clothes are valuable; we must care for them. How do you take care of yours?



EPISODE IV:
A MAN IN A CHIC WHITE SUIT HANGS HIS COAT CAREFULLY ON A CLOTHES STAND BEFORE EXITING A LARGE VAULT AND CLOSING THE DOOR.

THE COMMERCIAL

IDENTITY AND THE VALUE

INDIVIDUALS ARE DEPICTED IN THEIR UNIQUE LIVES, WITH A FOCUS ON HOW THEIR CLOTHING SHAPES THEIR IDENTITY AND THE VALUE IT HOLDS FOR THEM.



NARRATION:
We like some of them because they give us confidence.



EPISODE III:
A YOUNG WOMAN ADJUSTS HER COLORFUL SCARF AND CONFIDENTLY ENTERS THE MEETING ROOM, WHERE EVERYONE STANDS IN RESPECT.

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SOCIAL MEDIA



DIY (DO IT YOURSELF)
TAGE ASKS THE AUDIENCE TO SHARE PHOTOS AND STORIES OF THEIR VALUABLE CLOTHES WITH A HASHTAG. WEEKLY WINNERS GET TAGE CARE PACKS AND BRANDED ITEMS.

RENAMING
WE RECOMMEND RENAMING THE TAGE INSTAGRAM PAGE TO “TAGECARE” AND REMOVING OLDER, LOW-QUALITY UGC FROM THE MESHKIN TAGE CAMPAIGN. THE FOCUS SHOULD BE ON POSTING FRESH, HIGH-QUALITY CONTENT.

INFLUENCERS & SOCIAL NETWORKS

CARE EXPERT
ALIGNED WITH THE ATL CAMPAIGN, WE’LL SHOWCASE LAUNDRY CARE PRODUCTS AND SHARE TIPS TO REINFORCE TAGE AS A “CARE EXPERT.”

DIGITAL SPACE
OUR DIGITAL SPACE WILL SHARE “CARE” MESSAGING THROUGH CONTENT, SPARKING ENGAGEMENT AND UGC.

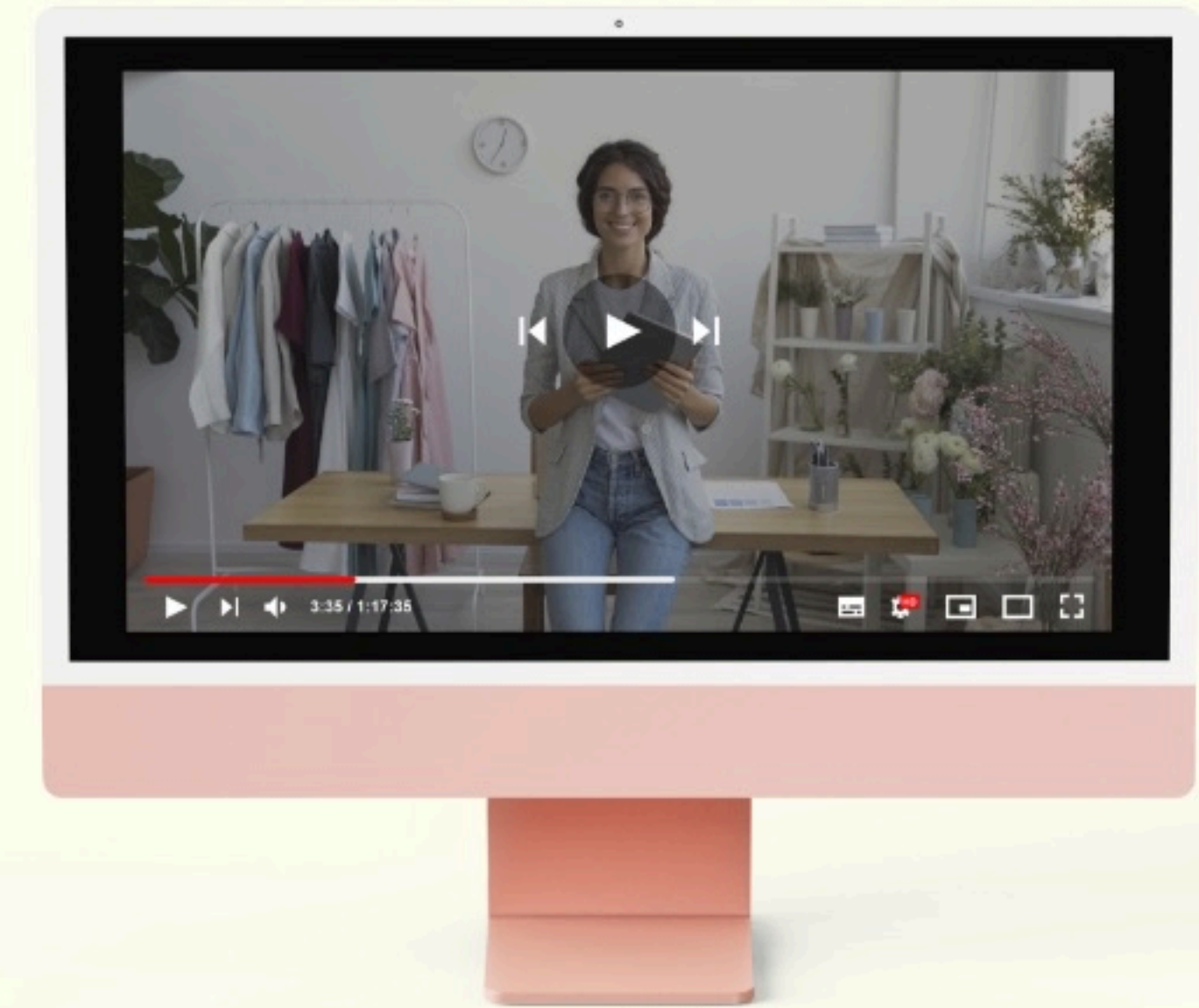
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PR

SHARE STORIES

TAGE'S INFOMERCIAL ALSO SHOWCASE ITS LAUNDRY CARE PRODUCTS, HIGHLIGHT THEIR BENEFITS, AND ENCOURAGE VIEWERS TO SHARE STORIES OF THEIR VALUABLE CLOTHES USING A HASHTAG, POSITIONING TAGE AS A "CARE EXPERT."



**INFOMERCIAL
& PRESS RELEASES**

GENERATE BUZZ

THE AD HIGHLIGHTS TAGE'S "CARE" COMMITMENT, TYING INTO PRESS RELEASES, INFLUENCER PARTNERSHIPS, AND MEDIA COVERAGE TO BOOST ITS REPUTATION AS A "CARE EXPERT" AND GENERATE BUZZ THROUGH USER ENGAGEMENT.