

# Pine O'Clean

**Campaign:** Pine O'Clean Disinfecting Wipes

**Agency:** Zenith Optimedia

**Year:** 2011

**Source:** oOh!media

**Objective:** Reinforce brand awareness and preference for Pine O'Clean household disinfecting wipes

**Audience:** Women MGB's, 25-54yo with children under 10 year of age

**Strategy:** Target supermarkets within the retail environment, build awareness around Pine O'Clean Disinfecting Wipes and drive purchase intent

**Results:**

- ShopaLites proved effective in lifting ad awareness by 93% (pre vs post)
- Post campaign, ShopaLites proved to be the most effective medium with 77.6% of consumers recalling seeing this advertisement within shopping centres
- 73% of consumers agreed that Pine O'Clean's ShopaLite activity made them want to purchase Pine O'Clean household disinfecting wipes

