



Clinical Protection

Hypetap partnered with Rexona to generate brand awareness and drive consideration of their Clinical Protection range, their strongest and most advanced product.

14 recognisable influencers in the health and fitness influencer space were selected for their audience and content compatibility to reinforce Rexona Clinical Protection's key messaging. Through this campaign, 72 pieces of content were created with a cumulative reach of 2,001,563 people.



Learn how we generated awareness around Rexona's Clinical Protection key messaging

The brief

Having to deal with excess sweat when you are trying to lead an active lifestyle is the last thing you want. Rexona stepped up to the plate with deodorants that are 3x stronger than a basic antiperspirant deodorant. We were challenged to match Clinical Protection with a group of influencers who could speak naturally about how Rexona was their go-to choice.

The influencers and creators

Total involved

14 influencers participated

Primary channel

Instagram

Key campaign goals:

Awareness

To promote key message of the campaign, Rexona Clinical Protection is 3x stronger than a basic antiperspirant deodorant.

Consideration

To drive consideration of Rexona Clinical through brand recall.



The outcomes

2,495,874

Total impressions

2,001,563

Cumulative reach

18,766

Total engagements

9,286

Click-throughs

