

# Spontex



- **Date:** November 2006
- **Mission**
  - Raise awareness of Spontex brand and position as an expert in cleaning
  - Launch new products to the market and link to promotions where possible
  - Educate consumers on the benefit of investing in quality cleaning products and thorough cleaning
- **Method**
  - Photo shoot for key products to provide dynamic library shots for media use
  - Fun Media Day mixing fashion elements and home cleaning tools
  - Spontex shared their global classic and humorous advertisements over the years with all the present media
  - Product expert introduced the Spontex products to the media and showed their different functions
  - Spontex fashion show where all of the clothes are made using Spontex products
- **Measurement**
  - In total, 30 media attended, about 28 print clips and 2 TV clips on Spontex were collected.

