



● BEHAVIORAL CAMPAIGN & HEALTHY LIVING



WHY

Unilever is educating consumers in Asia, Africa and Latin America about handwashing with Lifebuoy soap to help prevent the spread of disease and reduce child mortality rates.

HOW

- As part of Unilever’s Sustainable Living Plan, Lifebuoy launched its Handwashing Behavior Change Program in 2010.
- Lifebuoy held clinical trials and monitored handwashing trends through smart sensor technology to develop a behavior change methodology.
- The wide-ranging campaign included traditional advertising combined with community and school events, and aimed to change the handwashing behavior of 1 billion people by 2015.

BUSINESS VALUE

<p>REPUTATION</p>	<p>Brand sentiment – Campaigning on hygiene and child mortality has increased the positive sentiment of the brand.</p>
<p>MARKET</p>	<p>New segment access – The campaign engaged millions of new customers in areas where large proportions of the population don’t regularly wash their hands.</p>
<p>SALES</p>	<p>Growth – Sales have increased in markets where the behavior change programs are running.</p>

CONSUMER VALUE

- FUNCTIONAL**
Increasing handwashing has reduced the incidence of disease and infection, and increased school attendance rates for children.
- EMOTIONAL**
Hygiene education empowered consumers to have more control over their health.
- SOCIAL**
The campaign made handwashing a positive behavior for people.

RESULTS

- Global sales of Lifebuoy increased by 22% in 2012. Source: Unilever Interview
- Markets where the campaign was strongly implemented saw particularly strong growth, up by 45% in Vietnam and 25% in Indonesia. Source: Unilever Interview