



A YEAR *of* BAD HAIR DAY



PANTENE *PRO-V*

The Challenge

Due to regional lineup changes, Pantene stopped distributing its beloved perfect curls hair cream in Israel, where 25% of the women are curly. As a result, curly women nationwide formed a protest group on Facebook. We had to find a way to manage the crisis and turn their "bad hair day" around, without the beloved cream at hand.

The Solution

We realized that even though we couldn't guarantee our customers a "good hair day", we could still turn it into a good day: by granting them a surprising compensation according to their status posted online. For example, Nathalie, who wrote "As my curls stopped glowing, my love life lost its spark"; was picked up by a limo to a romantic dinner with her husband and a night at a luxurious suite, and many more...

The Results

As the surprising experiences were shared, the group erupted. The media picked up on the conversation with extensive coverage on blogs, websites, newspapers, and even international TV broadcasts, with free media coverage of 500,000\$. But the truly surprising result: Pantene's global management finally brought the product back.

