

# Bugging the toilets



Unilever Domestos has been engaging captive audiences across Joburg, Cape Town and Durban for three months via targeted washroom advertising. The campaign, placed by Initiative Media, and implemented by Primedia Unlimited's washroom advertising division, The Letter Corporation, relied on humorous adverts that play on the fact that toilets are covered in invisible microorganisms.



The synergy between Domestos and washroom environments proved a natural fit for the creative. The promotion featured five messages executed in female cloakrooms in high-end bars, restaurants, cinemas and Netcare Clinics across SA.

Each individual advert featured a play on words:

'There are millions of eyes looking up at you right now!';

'What's your name? They just want to know who they're looking at!';

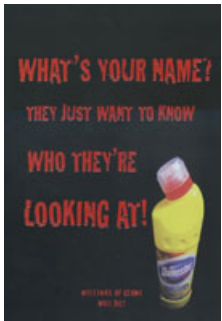
'Do you ever get the feeling you're being watched?';

'Just cause you brought a friend, doesn't mean you're safe!';

'All you've done by locking the door, is lock them in here with you!';

The Domestos payoff line in all, 'Millions of bugs will die!'.

"The Letter Corporation's washroom advertising medium provides advertisers with the valuable ability to exploit consumers' longer impression times. By using large and colourful text accompanied with a pack shot of the product, Domestos was able to outline the features and benefits of the product in an informative and decidedly entertaining way," says Andrew Kramer, The Letter Corporation MD.



For more, visit: <https://www.bizcommunity.com>