

# HCMN CASE STUDY: Aussie

## Components:

- Panel and cling advertising, branded shampoo dispensers, mirror clings, branded floor mats and take home samples

## Success Measurements:

- 95% ad recall
- 72% of those surveyed indicated they had showered that day in their club, while nearly 80% of those that showered indicated they had used the Aussie sample to wash their hair while showering
- Likely future usage increased by well over 400% from pre to end campaign surveying

