

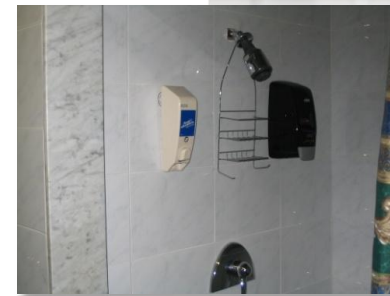
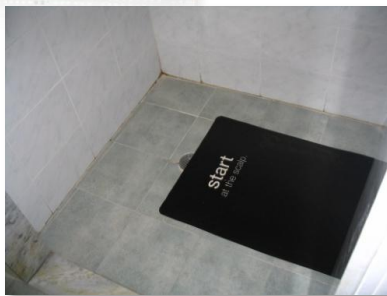
HCMN CASE STUDY: Head & Shoulders

Components:

- Hot water activated shower mats, branded shampoo dispensers, shower & mirror clings, take home samples and panel advertising

Success Measurements:

- H&S was seeking to change perception of brand to a more 'everyday use' shampoo. Pre/end campaign exit survey research showed % of members who perceived H&S as an 'everyday use' shampoo more than doubled
- Likely future H&S use increased by nearly 50%



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