

## **DDB Mudra West launches Clean & Clear – See The Real Me campaign**

**Link to TVC:** <http://youtu.be/N6LsKW02Ymk>

Clean & Clear from Johnson and Johnson is a popular and much loved teen skin care brand. The brand portfolio covers a range of products that meets the skin care needs of teens in the cleansing and moisture category.

Foaming Face Wash is the flagship product within the Clean and Clear portfolio. It is specially designed for teen skin to remove oil and pimples better than soap.

### **Brief:**

To drive trials for Clean and Clear Foaming Face Wash by connecting emotionally with teens as a brand that truly understands them and gives them a platform to find the courage to express who they really are.

### **Objective:**

The objective of the campaign is to provide a platform and create opportunities for young girls to express themselves and inspire other girls to find the courage to do the same and join the 'See the Real Me' movement.

### **Idea:**

The global insight for the brand was 'Girls want to be loved and accepted for who they are, but afraid to be judged.' While this insight held true to teens in India, it was necessary to make it relevant and unique to the lives of teens in India.

Teenagers are often judged by their appearance and get associated with nicknames which reflect their perceived image instead of their real talents. The entire concept of SEE THE REAL ME is built on the tiny acts of courage taken by the teen girls to show their talents and passions. This lends itself to inspiring stories about girls who don't want to be bound by judgments. These are the courageous girls who would inspire other girls to stop being afraid of judgments.

And this courage is what Clean & Clear celebrates. Clean & Clear addresses this issue by creating products and platforms that help teen girls to look beyond these problems and portray their real attributes. Clean & Clear recognizes that when oil and dirt are out of the way girls have the courage to express who they really are.

### **Strategy:**

College life brings in a host of new experiences for the teen girls. They face this wave of changing life with tiny acts of courage taken every day. Be it participating in a talent show or speaking freely in a class without any fear of judgments, each act is courageous and a step towards wanting to be seen and heard.

During research, teen girls told us that they are always judged on their oily skin, while they are much more than that. We used the device of nicknames that an oily skin invited to bring out the judgments that the teen had to face. The idea was to collect these stories

and convert them into a 30" TVC that lands a strong message, "Don't let oil and pimples stop you from showing the world who you really are". The girls in their own words speak about how Clean & Clear Foaming Face Wash helps them get rid of the oil and pimples so that the world can see beyond their skin problems and appreciate their 'real' self that is talented and passionate.

**Execution:**

The execution that was adopted was through a method of street casting to ensure that we absolutely do not cast models/actors and so that we get authentic and genuine responses. It was important that the consumers relate to the girls and their stories. And so, we casted everyday girls from across the city who had inspiring stories to share how they are judged by their oily skin and what they want the world to really know them for.

In order to get the product story, the girls were asked to use Clean and Clear Foaming Face Wash few days before the shoot and were asked to narrate their experience of the product. We invited these girls to a common venue to have a friendly and unscripted conversation about themselves. The girls in their own words expressed how they feel when their skin is oily and has pimples, how it leads to people calling them names, what they use to control oil and prevent pimples (Clean and Clear Foaming Face Wash) and what they want the world to see of them. These unscripted yet guided conversations provided rich content for the TVC and the most endearing stories, gestures and expressions were chosen and edited to create the 30secs spot.

**Rahul Mathew**, Member of the Creative Council, DDB Mudra Group and Creative Head, DDB Mudra West, said, "It takes great courage to be a teenager. And no one recognises it more than Clean & Clear. With "See the Real Me", we seek to celebrate the courageous and use them to inspire others to do the same. The girls are real, the dialogues unscripted; because we wanted the audience to connect with these girls as friends and not just some models in a commercial."

**Shally Mukherjee**, Senior VP, DDB Mudra West, said, "See the Real me is about celebrating teen years and the courage girls demonstrate to overcome all the tribles and tribulations. In turn, inspiring other teen girls to do the same. Creating this campaign is extremely rewarding in not only that it brings to life a wonderful purpose for the brand but also the opportunity to meet hundreds of teenagers, listen to them, learn from them and create content that is so real, so much fun and so inspiring."

According to **Ganesh Bangalore**, General Manager – Marketing at Johnson & Johnson India, "Clean & Clear fundamentally believes that every young girl has innate potential which makes her unique and special. All she needs is a little courage to dazzle people with her true abilities and inspire other girls around her.

**Credits:**

Client: Johnson & Johnson

Agency: DDB Mudra West

Chairman & Chief Creative Officer: Sonal Dabral

Office Head: Rajiv Sabnis

Member of Creative Council, DDB Mudra Group and Creative Head, DDB Mudra West:  
Rahul Mathew

Business Head: Shally Mukherjee

National Strategic Planning Head: Aditya Kanthy

Planning Team: Toru Jhaveri, Neeraj Sharma, Deboleena Chatterjee

Senior Creative Director: Manoj Bhavnani

Creative Team: Rinku Jariwala, Natasha Nair

Account Management Team: Nikita Tambay, Neema John, Anish Raghu

**About DDB Mudra**

DDB Mudra provides its clients specialized solutions for Influence & Behavioural Change. The agency is a destination for talented people united by their belief in the power of creativity. DDB Mudra believes in offering remarkable solutions that make clients more influential whether it is a 30 second TVC, digital or a one-on-one experience that creates an influence cascade.

DDB Mudra's client roster includes Adani Group, Bata, Carrier Midea, Century Ply, Cisco, Dabur, Future Group, Godrej, Gulf Oil, HBO, HUL, India Yamaha Motors, InOrbit Malls, Aditya Birla Nuvo Ltd., Peter England, Johnson & Johnson, Lavasa, Marico, Mother Dairy, Pantaloons, TTK Prestige, Turner International, Union Bank of India, United Spirits, Volkswagen, World Wide Media and Wrigley's, LIC, ICICI Lombard and Arvind.

**Contact:-**

Neeti Nayak – DDB Mudra Group

[Neeti.nayak@ddb mudragroup.com](mailto:Neeti.nayak@ddb mudragroup.com)

+91 80800 45879

