

## Clean & Clear launches new 'Unbottle Apna Swag' campaign

Link to the films: <https://www.youtube.com/playlist?list=PLfTZNF4MlawM0SxyK7oq59ImJwYfHpFx>

**National | February 2019:** Teens are proud of who they are, no matter what their personality. The new marketing campaign by Clean & Clear Foaming Face Wash celebrates teenage girls' varied personalities and encourages them to Unbottle Apna Swag. Conceptualised by DDB Mudra, the marketing campaign brings to life a few such personalities featured on the My Swag Bottles. Clean & Clear Foaming Face Wash has introduced a funky and colorful limited edition My Swag Bottles featuring teen personalities – Fun, Bakbak, Bindaas, Foodie and Padhaku.

Unbottle Apna Swag will engage with teenage girls across TV, Digital, In-game, and In-store advertising. Teenage girls can “Unbottle Their Swag” on Tik Tok with their own personality rap. Or simply Show Apna Swag by sharing their proud personality stories and participate in a fun contest.

**Sameer Lal, Clean & Clear,** said, “Clean & Clear believes that teenagers should express themselves proudly, whoever they are. With the Unbottle Apna Swag campaign, we want to enable teens to express their unique personalities and we want to give them every chance of doing so across platforms.

**Shagun Seda, DDB Mudra** said, “We needed to find a powerful form of self - expression which would resonate with teens. And we believed Rap best brought alive our idea, injecting the brand with attitude while leveraging its philosophy. The commercials have gone on air at the start of a wave of interest in the genre, aided by Bollywood's latest blockbusters, increasing the social capital of this campaign.