

campaign

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Persil | Every child has the right



Credits

Project Every child has the right

Client Aline Santos, global brand vice-president, Unilever

Brief Bring to life the Omo "dirt is good" strategy

Creative agency Bartle Bogle Hegarty

Writer Alex Grieve

Art director Adrian Rossi

Planners Nick Kendall, Raquel Chicourel

Media agency MindShare

Media planner Sarah Walker

Production company Bikini

Director Philippe Andre

Editor Rich Orrick, Work

Post-production The Mill

Audio post-production Wave Studios

Exposure TV

The lowdown

Bartle Bogle Hegarty has launched its first TV ad to kick off the global campaign for Persil's "dirt is good" strategy. The 60-second "Roboboy" spot stars a sad robot, who gradually transforms into a boy, after playing outside and splashing around in a muddy pool during a rainstorm.

The commercial, which launched on Monday, ends with the strapline: "Every child has the right to be a child. Dirt is good."

The "dirt is good" strategy is based on the idea that children should be allowed to get dirty through playing and exploring or they will grow up constrained. Out of Persil's strategy, BBH developed the "every child has the right" framework for the campaign.