

DETTOL CLEAN NAIJA INITIATIVE



Purpose

Dettol created the Clean Naija Initiative to increase awareness, educate and drive behavioural change among Nigerians in order to achieve a cleaner nation through the continuous habit of handwashing.

PR Activities

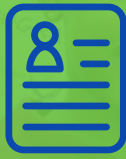


BHM, through the use of an enthralling brand ambassador, Funke Akindele alongside its compelling content formats directly educated and informed over 11.8million Nigerians on the need for a healthier and cleaner Nigeria.



41,111

UNIQUE USERS ENGAGED ON DETTOL CLEAN NIGERIA INITIATIVE



11 SPECIAL NEWSLETTER SENT TO

>100,000 RELEVANT SUBSCRIBERS

50+

MEDIA PROFESSIONALS & PLATFORMS ENGAGED



42

BRAND RELATED MULTIMEDIA CONTENT



4,651

SOCIAL MEDIA POSTS



81.3% ONLINE MEDIA



18.7% PRINT METIONS



4 TELEVISION ENGAGEMENTS



Print Mentions



Online Mentions



Result



As a result of these strategic PR activities, the fight to keep Nigerians healthier is now synonymous with the Dettol brand.