

Mitchum is Savanna's new dry friend forever

Known for it's "dryness", Savanna was reportedly quite fascinated when antiperspirant brand Mitchum, claimed that it was "seriously dry too" in a recent radio ad. Savanna responded to Mitchum with its <u>own radio ad</u>.



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"It seems an antiperspirant is trying to lay claim to dry. Well, we have news for you. We take our coffee without sugar or milk. Or water. Instead of a pool we have a sandpit. Our toilet paper is sandpaper. Lip ice, moisturiser and wet wipes are banned. Everyone's hair has to be blow dried. There are no conversations around the water cooler. Because we don't have one.

Maybe you should dry a little harder.

Savanna. It's dry. But you can drink it."

To aid the antiperspirant in its quest for ultimate dryness, Savanna also sent a seriously dry letter to the Mitchum marketing manager along with a couple of cases of Savanna:

Dear Vashti,

While listening to the radio recently, we at Savanna noticed that you also have a taste for things that are dry.

And seeing as you're getting rid of things that aren't dry, we thought we'd give you something that is.

Yours dryly,

Savanna

Mitchum CEO Bob Johnson then replied to Savanna's global marketing manager, Gillian Skinner, with a letter and sent along an inflatable pool.

And so, in good spirits, Savanna now describes Mitchum as its new dry friend forever.

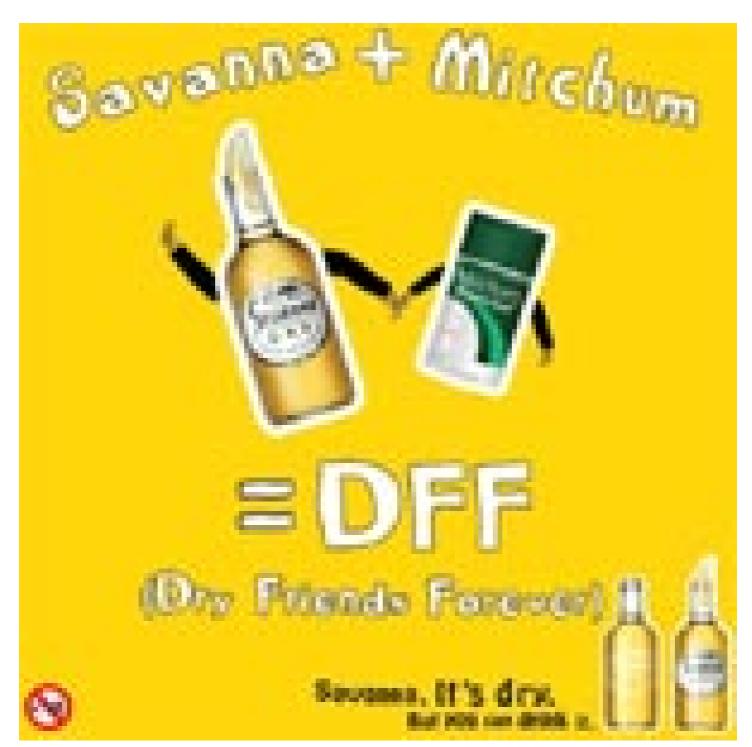


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Letter to Gillian Skinner.

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