

# 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 [own radio ad](#).



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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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Dear Gillian,

Please have believed that we recently received a kind gift on behalf of your friend.  
Thank you, Gillian, that I would like to bring it to your attention that there was a defect in the product we received. It seems that your delightfully dry "sarcastic" bottles were filled with some kind of perfume.

I am delighted to inform you that, with the bottles contained in a total extremely small  
box, the defect has been verified. Please find your new extremely dry bottles hereafter.

We also mentioned that your business office is looking a good deal. The good news for  
us is that there is no more work to do. However, the fact is why we're giving you  
all our staff that's not the best. To please us, we're making information good on behalf of our  
future brand strategy. We'll, apparently it was our employees. We just filled it with the  
best of friends.

Regards,



Bob Johnson

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