

## Reckitt Benckiser renews TLC contract for Clearasil campaign



Brand giant Reckitt Benckiser has for the seventh consecutive year renewed its partnership with indoor advertising specialist The Letter Corporation (TLC). The new agreement commissions TLC to run a targeted three-month washroom campaign promoting Clearasil Stayclear's "Win a trip to the USA Teen Choice Awards" competition. The campaign directly targets teenagers. The competition element provides an opportunity to win a five-day trip to the acclaimed USA Teen Choice Awards, which can be won by simply purchasing one of the listed packs.

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