

Lux campaign targets ladies through TLC

Lux is, for the first time, joining forces with washroom advertising company The Letter Corporation (TLC) as part of the brand's re-launch campaign. The new range of soap and bodywash has been launched, in part, in the form of delectably designed mirror decals in ladies only washrooms in 22 malls throughout South Africa's major metropolitan areas.

 By [ActivRetail](#) 26 Feb 2009



In collaboration with Kinetic and Notabene, the Lux campaign entices female consumers to “Tempt with the delicious soft skin”. The campaign aims to create maximum awareness and offer the client minimal advertising wastage by being able to focus on women only.

“Combining Lux and our mirror decals was an obvious strategic fit,” says Lee Curtis, TLC’s national sales manager. “In an environment where ladies use soap, they are more inclined to be open to receiving communication about personal products. When looking at the mirror ladies see themselves surrounded by an image of lavish strawberries, accompanied by attractive product shots.”

The new range offers an infusion of succulent fruit and moisturising Chantilly, delivering on Lux's promise of deliciously soft smooth skin. The mirror decal campaign has run from November 2008 and will continue to August 2009.

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