

Excedrin, who is the smarter campaign.

Time: Oct-Nov 2008.

Duration: 22 working days , 11 universities visited

Concept:

Novartis consumer health aimed to strategically introduce their “Excedrin” brand treatment of the commonly encountered symptom of headache among university-students.

campaign relied on the **the logical link between suffering headache and lack of concentration associated with lowered learning ability & creativity.**

Campaign approach universities students through using IQ test to encourage active participation & involvement of the students, while creating an interesting competition between participants.

In addition, Excedrin challenge the active participant to get a higher score to win a lap top and carry out the title of ‘ the smarter student among the Egyptian universities’.

Also, promoters distributed 75000 of flyers, educational materials and branded giveaways.

Moving with the IQ test game competition from the narrow boundaries of the local University to the www.excedrinsmart.com designed and launched for this event, which was also very successful in increasing the number exposures and enhancing the awareness & the retention of Excedrin brand name.

As a results of the above, campaign succeed to attract 13000 studetns to do the IQ test among 11 visited universities, with minimal estimated exposure for 500000 students.

Not only but also, The campaign **succeed** to achieve the desired **awareness** for *Excedrin, Awareness was clear through the intension of 74% of respondents to use Excedrin when they need a treatment for headache, with a recorded increase in sales by 30% during the 3 months followed the campaign.*