



X



NEW

# CREAM SPRAY



100% JIF CREAM POWER

The Ultimate Stain & Grease Removal

Just  it.



CREAM SPRAY  
بخاخ جف كريم

Multipurpose Foam  
رغوة متعددة الاستخدامات

100% Jif Cream Power  
100% قوة جف كريم

Lemon  
ليمون

# Objective:

## ***Creating Awareness for JIF by leveraging X Factor Collaboration***

*JIF from its origins, understands that the place we live in, our home, our neighbourhood has a strong impact on our well-being, and that our role is not just to clean but creating beautiful places for us to live. JIF makes cleaning a fun job and not a boring chore by creating products that are easy and effective to use and giving the best results with no effort making our consumers find joy and happiness within their homes & surroundings.*


*JIF is a Market leader in JIF Creams and very close to attaining the Sprays leadership. To gain MS% in Sprays, our biggest JTBD is to create salience, educate people on the products available & their multiple surface usage. X Factor collaboration was a good opportunity for us to create an image for JIF as a brand is fun & easy to use. Changing people's mindset of boring chores, bringing fun, humour, talent & music to leave a lasting impression for the brand with it 360 launch for JIF Cream Sprays, Multipurpose Sprays.*



The  Guy  
is the star  
behind the scenes  
of cleaning.

THE  GUY  
جف



He is a man on a  
mission, to make sure  
everything is sparkling  
clean and his  
superpower is 

# Campaign Background:

*X Factor is an iconic show loved worldwide, that gives us moments that live rent free in our minds. But behind every live performance, leaves behind a stained camera Or a spilled coffee on the judges' table. The JIF guy is the star behind the scenes.*

***A new character that's built to be iconic on Xfactor.***

*He's a man on a humble mission— to leave no piece unclean. Every spilled coffee, wet floor or the most used microphones, JIF Guy is there to correct every wrong and clean every dirt, no matter how big or small.*

*We portrays the JIF guy in the simplest way possible. Keeping brand colours and all that he needs to get the cleaning job done and represent the brand.*

*Jif Guy won't be at the centre of the attention but will be interesting enough to catch the viewer's eye as he's something out of place.*

# Campaign Background:

*We created various fun scenarios in X factor with surprise entries of JIF Guy **From Live TV to Social Media:***

*The JIF guy had his first subtle appearance in his Green JIF Jumpsuit on **MBC Live** as he surprised the contestants during an interview, by cleaning the Microphone effectively and handing the mic with a big smile as the interview continues. Contestants were surprised and thrilled to see the JIF Guy in Action.*

*The JIF guy appears again, he's now more in the foreground than the first time. We see him cleaning up a stain on the camera right after a commercial break. He proudly appears with his JIF Cream Spray and sprays the camera lens and cleans leaving it ready for the shoot. Oops, but this got captured in the episode! Leaving the audience surprised & smiling.*

*From appearing sitting in the audience, enjoying some popcorn and suddenly, he notices a dirty chair, quickly coming to the rescue to clean the chair and continue to enjoy the talent show.*

*Judges spill coffee on the table, JIF Guy jumps to clean and ensure the table is shining & sparkles.*

*The content was posted on all JIF Digital platforms.*

*We also created a 360 degree unmissable launch campaign with JIF Cream Sprays, Multipurpose Sprays. In order to drive penetration and awareness we ensured that our reach gets a holistic and high penetration platforms to drive impact. Our plan focused on catering to our target audience (Females 18-45) with digital advertising on Meta, TikTok & YouTube, Shahid, Teads and TTD. We created additional organic content for Meta, Tiktok, YT to drive product functional benefit, usage & salience.*

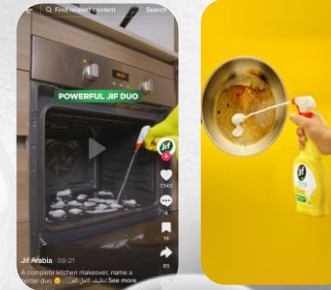


# 360 Unmissable Launch Campaign



Instore  
Visibility

Cleantok  
& Digital



Integration



TVC



PR Kits  
Influencers



ECOM  
KBS



Instore  
Demos



KSA  
Internal  
JIF Day



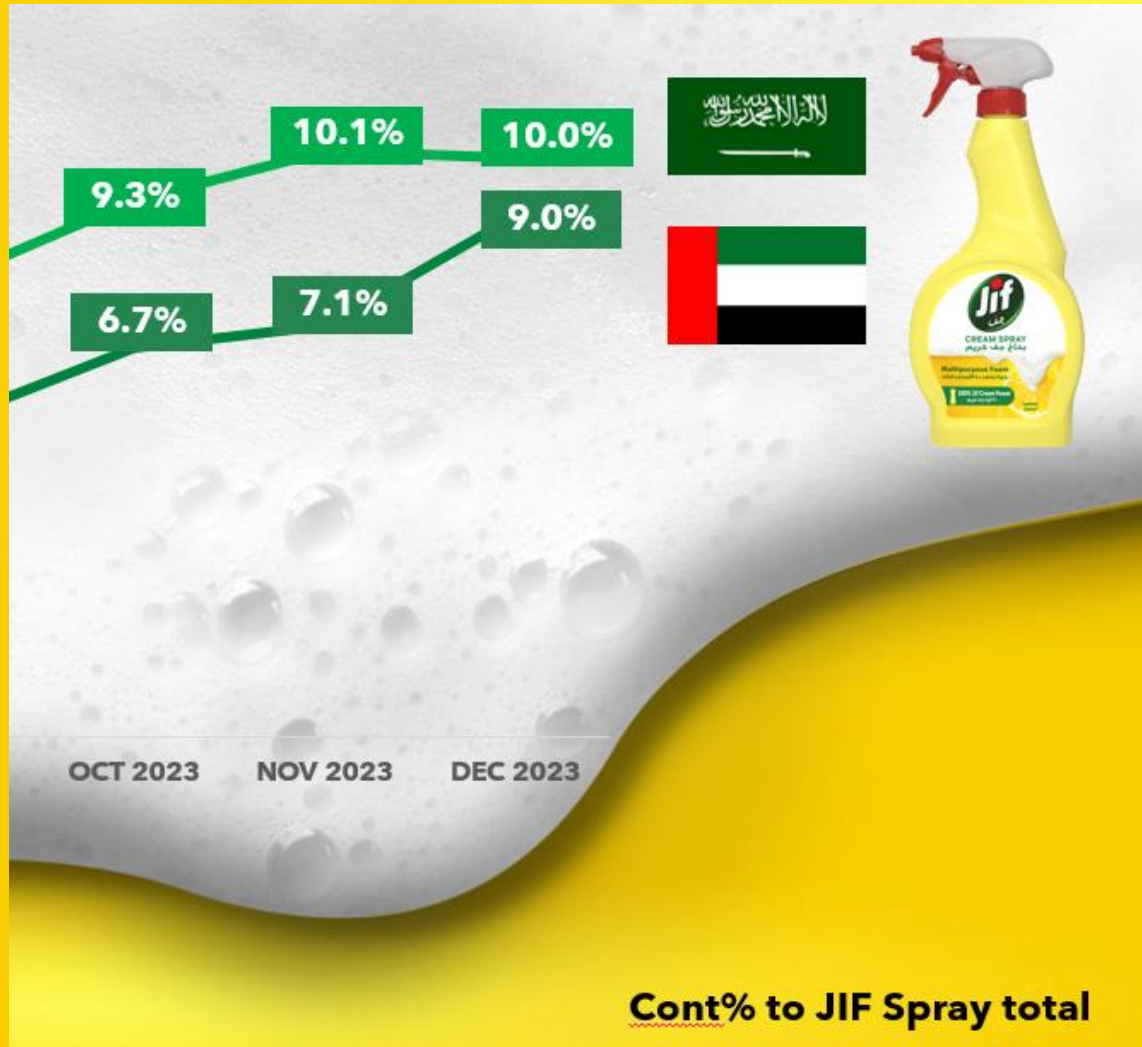


# From Live TV to Social Media





# Measurable Results:



*The X factor campaign, gave us the MS% gain from 15% in Oct to leadership in Nov'23 at 21.1% bringing us to the same MS% as the leading sprays competitor in the market.*

*Jif Cream Sprays became our anchor for the growth, with 7 % - 9% contribution in JIF Sprays.*

# Measurable Results:

*In terms of the Media Reach, the campaign was planned on reach and views, however, because of the season and the formats, the campaign didn't achieve KPIS across all platforms.*

*We were able to successfully showcase Jif's brand purpose, highlighting the product's functionality and key benefits.*

*We planned the campaign to achieve reach along with video views. Achieved performance per platform is as per the below:*

Site/Platform	KPI	Market	Metric	Planned	Actual	Pacing
Meta	Views	UAE	Views	645,389	869,092	135%
		KSA	Views	1,291,705	1,986,651	154%
		KWT	Views	228,353	273,249	120%
		BAH	Views	148,598	162,824	110%
		OMN	Views	148,598	299,025	201%
TikTok	Views	KSA	Views	5,150,104	6,595,734	128%
		UAE	Views	3,108,524	3,423,454	110%
YouTube	Reach	UAE	Reach	3,947,368	3,199,900	81%
		KSA	Reach	11,111,111	6,098,429	55%
Shahid	Views	KSA	Views	800,000	653,562	82%
		UAE	Views	400,000	308,948	77%



# Measurable Results:

*This campaign was active across Meta, TikTok, YouTube, and Shahid and performed well:*

## **META**

- *The campaign achieved over 3.5M combined views and drove a VTR of 42.62%, notably higher than the benchmark rate of 15%.*
- *The best performing ad is Ig-Window-En\_Vid\_Retail\_AmazonCore\_En\_Uae, English ad on Instagram UAE achieving the highest VTR of 82.19%*

## **SHAHID**

- *The campaign drove a VTR of 97.67% and a CTR of 0.30%, higher than the benchmark rates of 90% & 0.15%, respectively. This campaign has amassed over 960K video views in Nov '23*

## **TikTok**

- *The campaign has achieved over 10M total views. View rates for KSA & UAE markets were above the benchmark of 12%, the campaign VTRs of 14.03% in the KSA & 13.62% in the UAE.*

## **YouTube**

- *The campaign is currently delivering at an overall CPM of \$1.79, lower than forecasted, and has reached over 9.2M users.*

*In terms of creative performance, bumper ads are the best performing achieving more than 7.7M impressions.*

# Importance of the Campaign:

*The Campaign enhanced the JIF as a brand that's fun, young, and efficient to use. Increased salience and highlighted the usage for higher penetration. With minimum costs and social boost, we managed to increase the market share bringing JIF very close to the market leadership in Sprays.*

*With X Factor collaboration, we created a positive impact emphasising on cleaning is not boring, but fun & easy. Clean Home makes clean thoughts. We resonated to the customer need and catered to the consumer problem in a creative, fun way establishing the trust with customers and increasing our sales*