

Proudly  
tradeway

48<sup>H</sup>  
MOISTURE



# A NEW DAWN IS HERE

1 200 mass market campaign to drive sales by converting shoppers from competitor brands to Dawn with a buy any 2 Dawn products and receive a 3rd one FREE offer at any Shoprite, PNP and USave store nationwide.

## RESULTS

**83 112** Sales

**105 783** Engagements