

# Nurture<sup>3</sup>

POWERED BY JCDECAUX AND APG|SGA



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## THE STORY

Doing laundry sustainably and practically – without compromises.

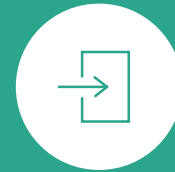
bluu makes laundering more eco-friendly and practical – with this washing sensation, lugging detergent is history. The sustainable washing strips are 20x lighter than conventional detergent and thus cause 95% less CO<sub>2</sub> emissions during transport. Even the packaging is completely recyclable.

## THE AIM

To make the product known and popular.



INCREASING  
BRAND  
AWARENESS



ACQUIRING  
NEW  
CUSTOMERS



SALE  
INCREASE

## THE SOLUTION

Attract attention Out of Home and convince with samplings.



ONE WEEK



REGIONAL



PROMOTION



18 E PANELS



5 E BOARDS



MOBILE  
ADVERTISING

## THE OUTCOME

«The combination of Digital Out of Home, mobile advertising, and the sampling action enabled us to increase our brand awareness and distribute over 4,000 bluu wash strip samples to passers-by.»

*Marko Vidmar (left) & Roman Stämpfli (right)  
Co-Founders bluu*



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