

Digital Retail - ECR Shopper Conference



Is it new? No, washed with Dylon.

GET TO KNOW DYLON

- **Dylon is not the classical detergent** that gets rid of tough stains, and in that way shortens the life span of your clothes by destroying them.
- **Born out of your love for fashion and your desire to look and feel your best**, the brand understands that clothes play a big role in this.
- Dylon aims to **inspire people to rethink new** and to convince them that renewed is the better version of new. That's why it provides the best active care for the **colours & fibres** of your clothes – so you can get that magical feeling of new all over again.

DYLON'S PURPOSE

Dylon cares for and prolongs the life of clothes:

... So Dylon consumers can **look & feel their best**

... So it helps **save resources & reduce waste** by keeping your clothes looking like new for longer.



BUILDING BRAND AWARENESS THROUGH ATL MEDIA AND BRAND AMBASSADOR VIRAL CONTENT

Media 2025

TV & BVOD



36wks



34wks

YouTube



44wks



36wks

Credibility

lynsey_queenofclean

379K followers



Brand Ambassador 2025 – Rochelle Humes



> 10m

Views



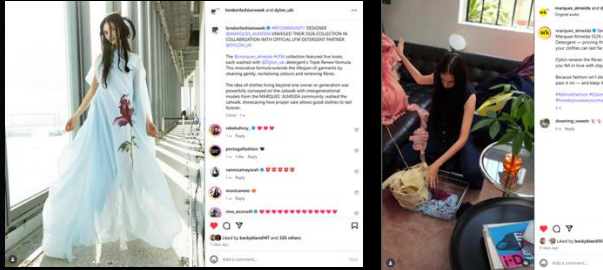
OFFICIAL PARTNERS OF LONDON FASHION WEEK 2025

BRAND PARTNERSHIPS

Shared Brand Values with Dylon



Fashion Designer Marques' Almedia



#1 Won British Fashion Award for Best Emerging Designer

Brand Ambassador – Rochelle Humes



DYLON TOOK OVER CENTRAL LONDON FOR 4 DAYS



Media 2025



REFRESH & RENEW POP UP LAUNDERETTE



Dylon R&D Station



Expert Masterclasses with Victoria Lee

DYLON LAUNCH IN IRELAND: ATL CAMPAIGN & SUPERVALU RETAIL MEDIA CAMPAIGN

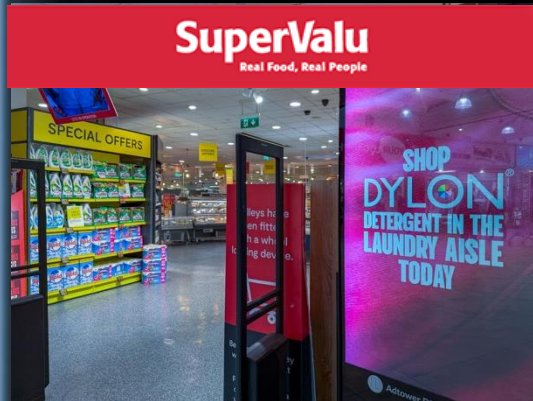
DYLON®



TV adverts



Online advert



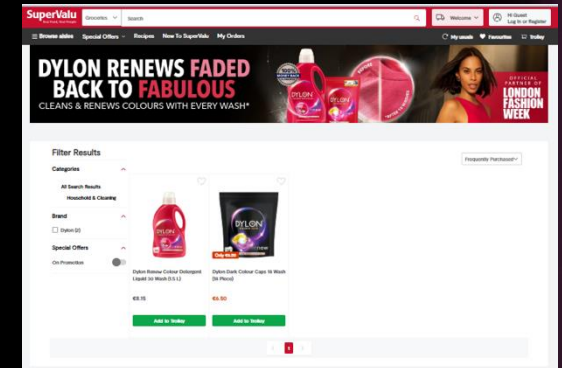
Digital screens



Trolley Handles



POS across stores



Online

ATL ADVERTISING & RETAIL MEDIA CAMPAIGN ACROSS IRELAND ON LAUNCH *Is it new? No, washed with Dylon*

UNDERSTANDING OUR SUPERVALU CUSTOMERS

DIGITAL FOCUS

- **70% of shoppers research online** before making a purchase highlighting receptiveness to interactive digital content
- 60% of Irish shoppers actively **seek detergents that protect garment colour and fabric integrity**
- Irish market **shifting towards premiumisation** – switching to products with innovative technology
- **Dylon is a premium offering** which revives faded clothes and prolongs the life of garments
- Low engagement category requires **attention-grabbing creativity and a compelling brand story**

DRIVING BRAND AWARENESS THROUGH GAMIFICATION

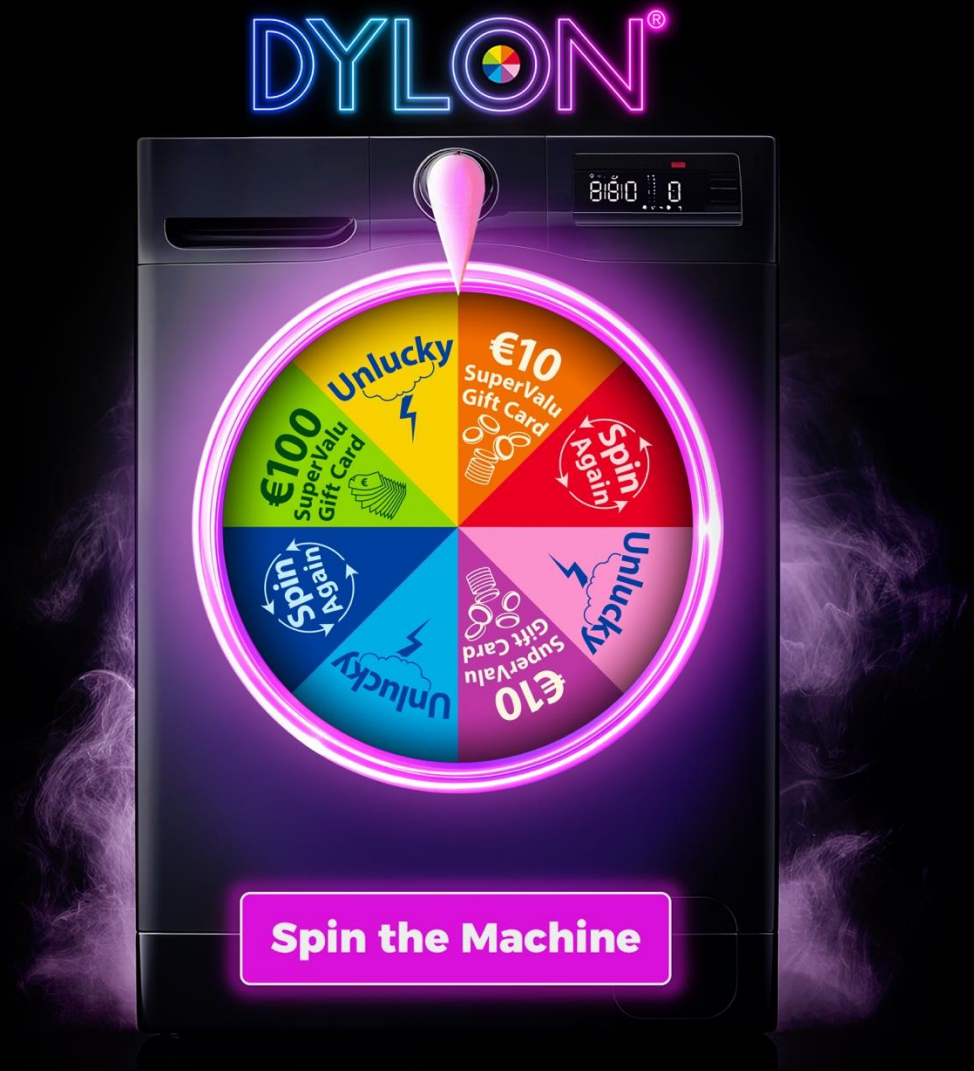
THE PERFECT FIT

- Gamification-led marketing campaign, targeting SuperValu customers
- Sought to generate brand awareness, drive excitement, encourage trial and build loyalty
- Inspiring and educating customer's of Dylan's brand mission
- Leverage interactive, data-driven experience while highlighting Dylan's sustainability credentials and unique **"Triple Renew"** technology
- Dedicated microsite featuring a fast-paced game themed around Dylan' brand promise and an opportunity to win a prize
- Social media post and targeted email campaign to drive traffic to the microsite



DYLON GAMIFICATION FEATURES

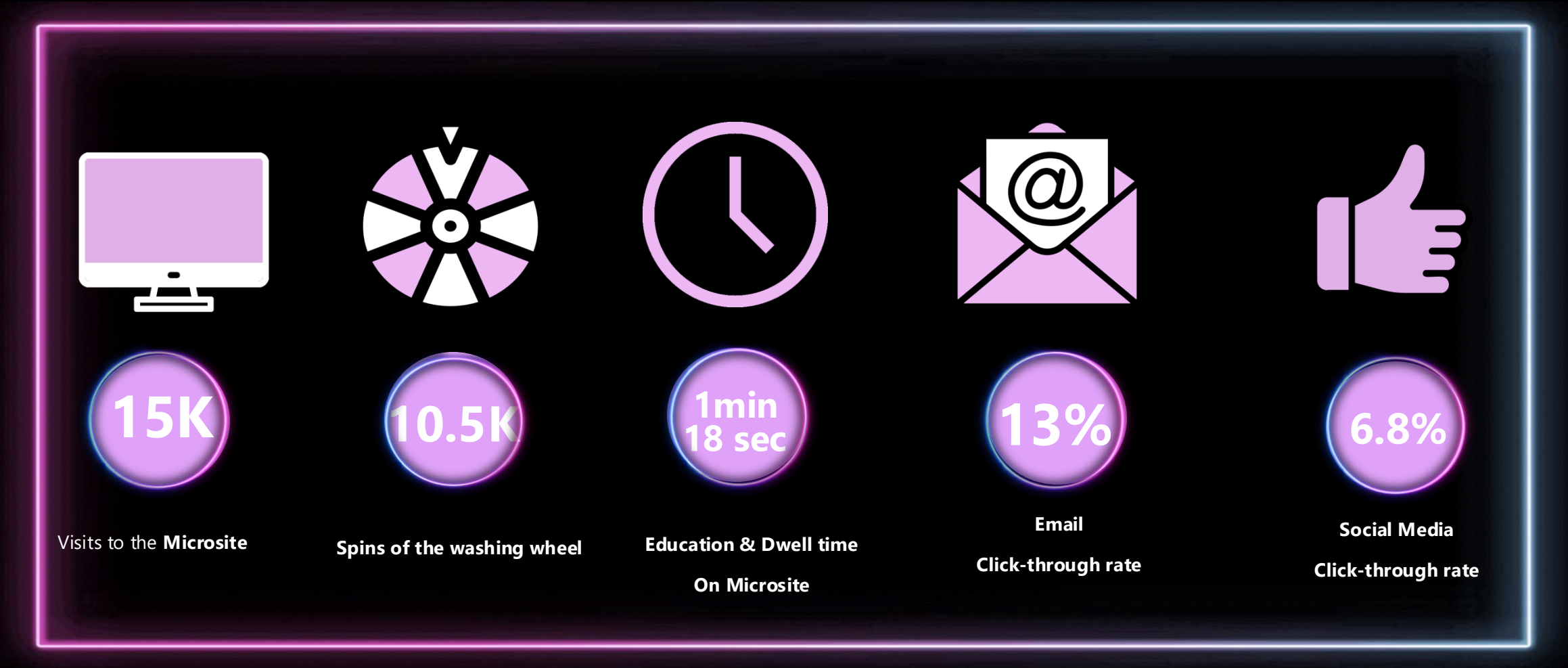
- “Spin-the-Wheel” game mechanic
- Co-created by **ReAction, Henkel & Elevate**
- **Dylon logo** served as the *wheel of fortune* mechanism, resonating the appearance of a spinning washing machine
- **Logo and Dylon’s brand promise** was an ever-present throughout the microsite
- ‘Spin to Win’ for **prizes**
- **Call to action** following completion of game to encourage shoppers to purchase product



- ### Consumer Journey (social media and targeted email)



EXCEPTIONAL RESULTS



TOP TIP

Relevant themes strengthen the link between the game experience and your brand message.

When the gameplay connects naturally to your product or service, it's more likely to **drive meaningful actions**

Relevance turns a fun distraction into a **powerful engagement tool**

