

# P&G | HEAD & SHOULDERS

## New Head Coach

**We turned a failing sponsorship into a winning strategy**

### CHALLENGE

Dandruff denial can hit your confidence. That's what had happened to European basketball champions, Maccabi Tel-Aviv. The team was having its worst-ever season. We'd turn the players' failure into a Head & Shoulders victory.

### IDEA

After a crunch match, Maccabi sacked their coach. So we immediately unveiled a new one - in a fake news sting. Our 'New Head Coach' helped the players through their dandruff denial. We shared our video with fans online. We also gave out special caps to fans at the game (with secret dandruff test strips inside).

### RESULTS

Sales jumped 25%.

