

OMO CARNIVAL



OVERVIEW

Getting messy is part of growing up, a concept that OMO had been incorporating heavily into their recent marketing campaigns. Their #SayYesToStains campaign included ads and commercials that encouraged parents to let children learn through play, getting clothing dirty in the process.

Having successfully hosted family festivals, camps and family activities in the past, Zayed Sports City approached OMO's parent company, Unilever, with an idea to bring the campaign to life. The event, OMO Carnival, immersed the community in a day of "kids being kids", filled with ways to learn, grow, and get their hands dirty. With OMO promising to remove any stains in the laundry, families would be left with only great memories of the event.



OBJECTIVES

OMO Carnival aimed to increase brand awareness and build brand loyalty among Abu Dhabi families.

STRATEGY

OMO Carnival provided a fun, interactive, family experience that tied into the brand's core values. Customers became more familiar with the brand - not just with the product itself, but with the promise they make to consumers as well. Run as part of a larger marketing campaign, this tool created emotional entanglement and supported an increase in sales overall.



EXECUTION

BRING CORE VALUES TO LIFE

Activity zones were set-up to address each of OMO's core values. Both self-directed and staff-assisted activities were included, highlighted by a massive inflatable obstacle course (Determination); a petting zoo (Sharing & Giving); a balance beam maze (Self Reliance & Responsibility); and a gem dig (Creativity & Imagination).

In total, more than 20 activities were selected for the OMO Carnival. These had wide appeal and adapted to allow kids from age 2 through to adults to participate. With sports, crafts, water-based games, races, a treasure hunt and more on the list, the concept merged childhood, family and fun together in a memorable and relevant way.



GET MESSY WITHOUT FEAR

The entire OMO campaign centered on embracing the fact that getting messy being a natural and necessary consequence of being a growing, active kid! From experiencing new foods to grass stains on sports uniforms, soiled clothing is inherent to the way kids explore and learn about the world.

The OMO Carnival embodied this concept further. Children and their parents engaged in many unique experiences that had mess and learning potential. Families met exotic animals at the petting zoo, planted flowers pots to take home, and splashed around in colored water.

Samples of OMO were given away, reassuring parents that their kids could participate fully in the activities. These were provided along live demonstrations to show effectiveness of the detergent.

CREATE EMOTIONAL ENGAGEMENT

Through shared family experiences, OMO Carnival created a direct emotional bond with families. Washing powder is no longer an inanimate decision, but has transformed into a reminder of happy memories together.

OUTCOMES

ZSC team's expertise in running family and community events was extremely beneficial. OMO Carnival was a huge success and the Unilever Gulf team was glad to have to work directly with ZSC and have them run the show to create the perfect weekend spot for families in Abu Dhabi.

FARRAH SHWEIHAT, BRAND MANAGER, UNILEVER GULF



4.24
OVERALL
EXPERIENCE

NEWS
87,500 AED
MEDIA COVERAGE

88%
PARENTS COMFORTABLE
LETTING KIDS GET DIRTY

98%
WANTED ANOTHER
OMO CARNIVAL

20
ACTIVITIES

18
HOURS OF
PROGRAMMING

1,600
ATTENDEES

77%
WOULD BUY
AFTER THE EVENT

