

Ambi Pur Case Study

Client

Advocacy Asia, Singapore

Brief – Position Ambipur air freshener as a must have for dog owners/lovers, to keep their home and cars smelling fresh through real photo stories of pet owners testing out the product. Photomoolah collaborated with pet bloggers and pet lovers to test out Ambi Pur products at their place for few weeks and record their findings through interesting stories about their pets and the product usage.

The result of the experiment was a unique narrative of the relationship of a pet and his owner through heart touching stories. We found out that pets actually find the smell of Ambi Pur and people now have a changed attitude towards pets as their homes smell fresh all the time.

Market – Singapore, Taiwan

View campaign at <http://www.ambipur.tw/play/quest?id=1214>

Client Testimonial –

“Very interesting findings and creative stories” – Advocacy Asia, Singapore

Our work –

#storypick : The Pup Who Would Be King

I got my ultra cute cavoodle and named him King. Little did I know that he was a prince who was yet to be trained in the ways of royalty ! So I set about to train King to become true royalty – to poo outside the house, to



walk in when asked to, to sit, to go here or there.

A friend of mine had told me how using scent was something that might potentially help do this along with rewarding him with a royal feast at the end of every successful exercise. Since I was not used to pet smells, I had heard that Ambi Pur was a perfect solution for all pet smells so I got one and started using it liberally. Funnily enough, the thai dragonfruit scent got King very excited and jumpy at all points. So it turned out to be a great way to get him energized for every exercise by making him smell the Ambi Pur.



Then we got started. First rules, royalty must always be well groomed and smell of royalty. So one hand I dressed up King in formals with a tie and

I always ensured before stepping out and after coming back in I use the Ambi Pur to ensure the house smelled fantastic despite all his antics and his lack of toilet training. Quite ironical but I had to train King to follow commands. So I tried something unique – sprayed the Ambi Pur along a straight path straight to where I wanted him to go and directed him. The idea was that my finger and the scent would work together to help him follow the directions. After a few attempts, King started sniffing and followed the scent to the other end after which he got a well deserved hug. Voila !!

Then whenever he went into his hiding places and I wanted him to come out, the Ambi Pur proved surprisingly handy – once again I used its scent to get him to sniff and come out of under the sofa and beds and come out into the open.

The end result of a few weeks of hard work is I am confident that King, is my prince who will one day be king and wear the mantle of royalty proudly.

