

New marketing campaign for Shield moves up the challenge

Following the launch of Shield MotionSense, the world's first antiperspirant with unique microcapsules that is activated by movement, Shield will run an eight-week campaign that will see two busybody South African personalities battling it out to prove who moves more and who is better protected the more they move.



Unathi Msengana and Janez Vermeiren will take part in the 'It's Your Move' campaign, by monitoring and recording how much they move doing their daily activities, enticing people to monitor their own movements. Unathi and Janez will then challenge each other to their personal favourite extreme movement activities, such as having to perform a dance routine or motor racing.

"We want people to be aware of just how much they move in their daily lives – from getting your child ready in the mornings to walking the dog, running between meetings or working out," says Bakani Ntasi, brand manager at Unilever. "Unathi and Janez are both confident and always on the move, either for work or with family and friends, making them the perfect pair to challenge each other and try to out move one another."

Consumers will be able to nominate challenges to the pair, via social media using the hashtag [#ShieldItsYourMove](#). The best-nominated challenge will win the nominee the opportunity to do the challenge with either of the ambassadors.

"Both ambassadors are highly competitive and on the move for majority of the day. It will be interesting to see who moves the most, perhaps giving some insight into the age old question of who moves most, men or women," says Ntasi.

Look out for the hashtag [#ShieldItsYourMove](#) and follow [@Shield_ZA](#) on Twitter, [Instagram](#) and [Facebook](#) to participate and follow the It's Your Move campaign.

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