

## Always Ultra launches dance competition



Femcare brand Always Ultra has launched a new ad campaign focusing on the brand's core benefit - its quick absorption - which allows for freedom of movement. Starcom, Leo Burnett and the Always brand team from Procter & Gamble developed "Always Keep Movin", a nation-wide search for the country's best dancer. Entrants need a pack of Always Ultra or a till-slip and the winner will walk away with a R10 000 shopping spree voucher with Jam Alley's Twasa.

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