



OBJECTIVE

Niine Sanitary Napkins started in May 2018 as a provider of female Sanitary products and other hygiene products such as hand sanitizers and hand washes as well as baby products such as diapers and wipes. Niine wanted to bring social change and awareness about female sanitary hygiene in India in order to drive health and social change as well as contribute to the growth of the brand.



ASSOCIATION

Previously, Niine had used cricket as a means to increase their brand recognition by advertising on ground in India's matches (some of them facilitated by ITW).

Niine wanted to increase its brand awareness and kickstart a dialogue about the typically taboo subject of female sanitary hygiene. ITW consulted a sponsorship solution for Niine, keeping in mind their custom needs, objectives, and available budget. ITW identified the IPL as the ideal platform given its reach and the potential for brand exposure and within the league among the available slots, the Rajasthan Royals back of the shirt sponsor was identified as the best fit to realize the objectives of the campaign because RR prides itself on promoting women's issues and maintained a gender ratio of 50:50 in its management.



EXECUTION



Niine associated itself with Rajasthan Royals for IPL's 13th edition.



Niine featured on the back of the team's jersey.



"LET'S TALK PERIODS"

campaign was launched through an ad on the 15th of August, this particular date was significant because it was Independence Day and real freedom is to step out from the shackles of age-old stigma and speak about such issues.



Smaller campaigns were also launched such as **"Every Run Counts"** where Niine provides 9 girls with menstrual hygiene for every run RR scored.



RESULTS



The campaign with Rajasthan Royals in assistance with ITW resulted in higher **brand awareness** due to the enormous viewership of IPL



The entire campaign was able to help many girls get access to menstrual hygiene and ensure conversations surrounding this issue is **discussed in the right manner.**

2288 RUNS

scored by
The Rajasthan Royals



20,592 GIRLS'

Menstrual hygiene

Just as importantly, the quiz and other activations that surrounded this campaign pushed the talk of menstrual hygiene to the forefront of the national conversation.



Now, all our distributors know what Niine is, markets that didn't give us shelf space earlier are calling us to place orders, and stockists are paying up within 15 days.

-Sharat Khemka, founder of Niine.

