

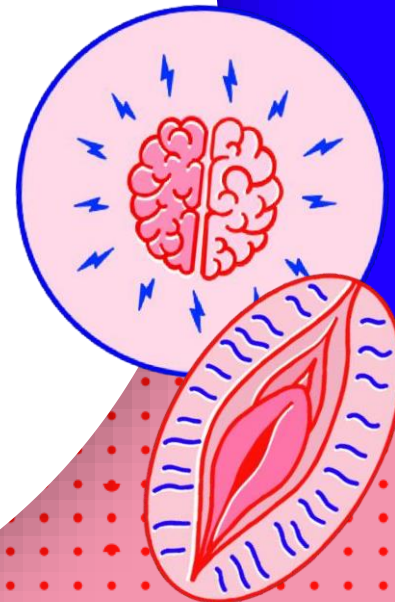
VAGINAVIGATOR

Pilot project in



Lead country:
HUNGARY 

BM: Anikó
Radosiczky



Vaginavigator

Unique **educational non-branded platform** in HU, to build consumer knowledge and brake the taboo **about women intimate health**, inspired by the Global Vagina Academy concept

Main activation:

Dedicated landing page as a main content hub, including a video talk with moderator and some guests discussing relevant topics about intimate health and playing small games in order to test their knowledge.

Connected to social media (FB, IG, TT) & Youtube, supported by paid media as well.



Results:

More than 4.5 million reach / video views (population of HU is 9.5 millio)

9.7 years watch time

Hungarian Canesten Team won silver prize at the Hungarian Content Marketing Award!!!



BUSINESS OBJECTIVE

The basic, original objectives remained the same: to build consumer knowledge and break the taboos about women intimate health.

THE ACTIVATIONS

- Shorts mixed with the entertaining videos from previous year.
- In Shorts we asked girls&boys about relevants topics around intimate health, like: hair in general not only about pubic hair, or body shaming, periods, etc

<https://youtu.be/QryQ4twtmFU>

ACTIVATION APPROACH

Channels/ format



TikTok, IG and FB, Youtube communications

Paid media



Paid media on SOME and on TikTok to boost videos on Youtube, as the main channel

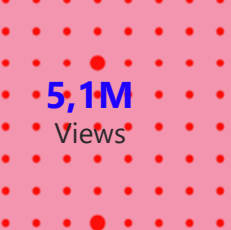
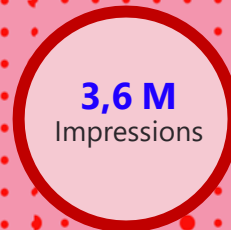
Content

Shorts and Talkshows in video format

Source of topics:

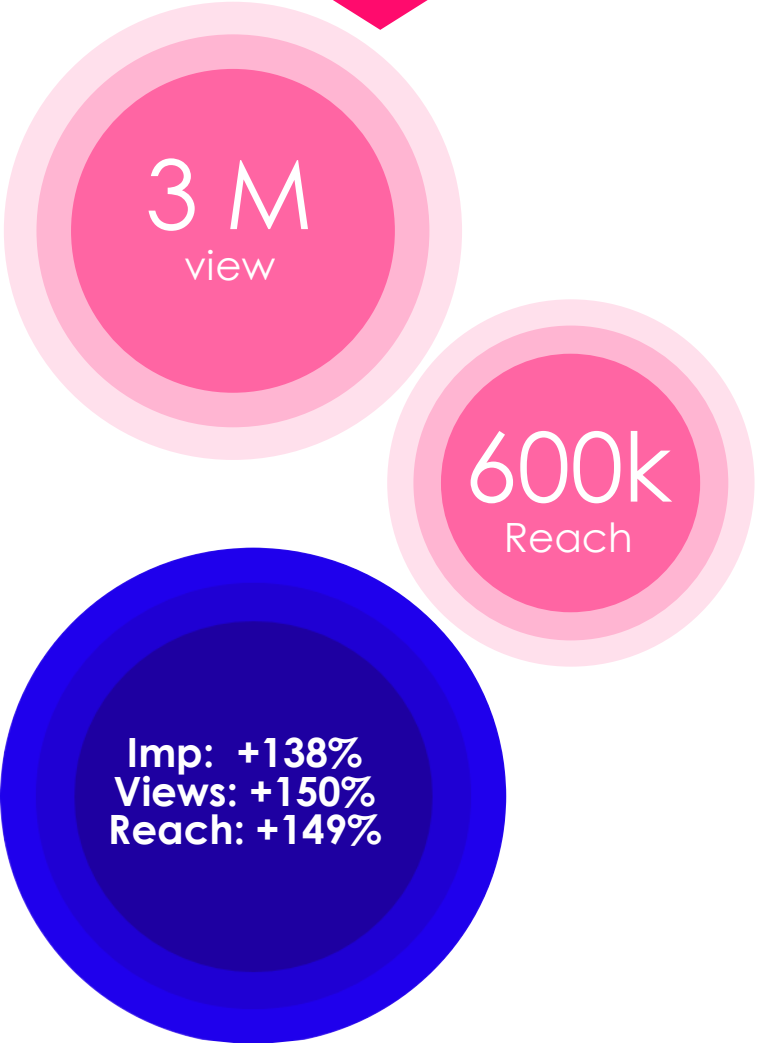
Vagipedia

ACTIVATION AT A GLANCE

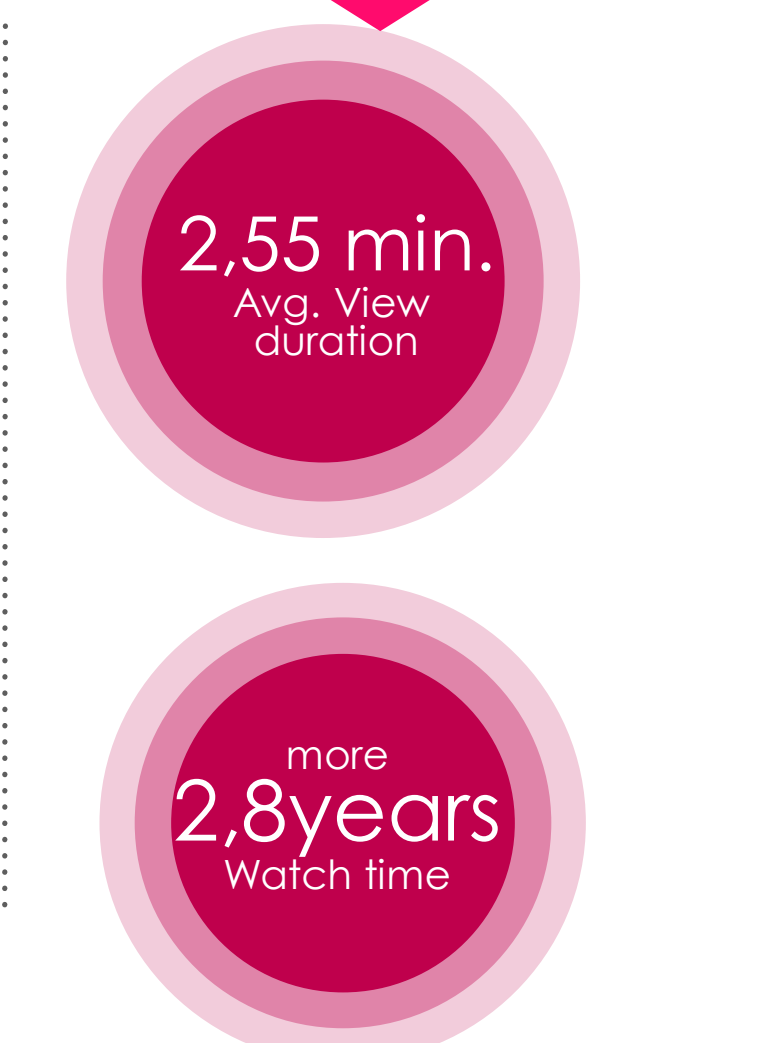


RESULTS in 2023 (08-10.2023.)
Audience: 823k – 928k

TikTok



Youtube



FB/IG

