

Could *you* get
a princess to
cut her hair
for you?



Prinses Lea
knipt haar voor
kankerpatiënten

Helemaal kort is het niet, maar prinses Lea heeft gisteren
toch een flink stuk van haar haren laten knippen voor Gvf

Campaign: 'Geef Om Haar/Coupe d'éclat, Pantene'

Fashion and Beauty

Belgium

Procter & Gamble

Porter Novelli

Timeframe: October 2008 – January 2009

Why should you care?

1. We turned a campaign into a national movement for Pantene. Even the Belgian Princess ended up growing and cutting her hair for this campaign.
2. We managed to get the all-important hairdressing community on board – one that had traditionally been reluctant to work with Pantene and is a vital set of influencers.
3. Coverage was immense on both a national and regional level. In fact, we're still getting enquiries about the campaign, 11 months after its official end.

Donating hair to help women who have lost their hair

End of 2008, in collaboration with Porter Novelli, Procter & Gamble launched one of their most successful charitable campaigns in Belgian history for hair-care brand Pantene.

A few years before, Pantene had launched a successful campaign in the US called 'Pantene Beautiful Lengths'. As the first country in Europe to continue the campaign, Belgium launched 'Geef om Haar' in Dutch and 'Coupe d'Eclat' in French. The name has two meanings: care about hair and care about her.

Pantene is committed to helping all women feel beautiful by giving them strong and healthy hair.

The message of the Pantene Geef om Haar / Coup d'éclat campaign is that beautiful hair is essential to self expression and self image, so Pantene wanted to help women who had lost their hair through cancer; 60% of women facing cancer say losing their hair is one of the most traumatic aspects of their disease.

Pantene Geef om Haar/Coupe d'Eclat called on all women to help out these cancer patients by growing a healthy head of hair to a ponytail of at least 20 centimeters and then donating it to Geef om Haar/Coupe d'Eclat. The Pantene Geef om Haar/Coupe d'Eclat fund supports women suffering from cancer, both emotionally and financially. Thanks to this campaign more than 500 women were helped and got a wig which in turn boosted their self-confidence in this difficult period of their lives.

A beautiful partnership

Pantene partnered with the Belgian Foundation against cancer. They are an independent and credible NGO and they had the right contacts to get the project off the ground. They were also the link between the financial funding and the women applying for a wig.

Porter Novelli advised Procter & Gamble to look for an ambassador with long hair to support this campaign in order to give Geef om Haar/Coupe d'Eclat a recognisable face. A Belgian celebrity called Sophie Dewaele agreed to become the ambassador of this project as she had experienced cancer in her family and witnessed the importance of support. She agreed to cut off her hair at the kick-off of the campaign, generating massive media attention.

Getting hairdressers on board

Pantene doesn't traditionally have a strong relationship with hairdressers; so we were never quite sure whether hairdressers would want to participate in this project. Happily, hairdressers were really enthusiastic about the campaign and didn't hesitate to cooperate by giving a free haircut to the women who donated their hair.

The public goes haircut crazy

The launch photo shoot of Geef om Haar/Coupe d'Eclat was held in October during a press conference, where the Sophie's hair was cut and the first pony tail donated to Geef om Haar/Coupe d'Eclat.

We additionally contacted several hair dressers (275 in total) who agreed to participate in the campaign by offering a free hair cut to women who wanted to cut their 20 cm pony tails.

The campaign ran from October 2008 till mid January 2009 and several haircut moments were organized in different cities, and even at P&G. All over the country people spontaneously contacted the Geef om Haar/Coupe d'Eclat campaign to organise an event to support this project.

A huge number of national Belgian press attended the press conference. Media coverage included television coverage (Sophie was invited in a talk show), websites, national newspapers and lifestyle magazines. A movie and pictures of the hair cut moment were distributed to the press and were covered all over the Belgian media, while bloggers spontaneously wrote about the new campaign. Even the Belgian Princess offered her pony tail to the fund.

Afterwards regional coverage was achieved through haircut moments and regular updates of the collected number of pony tails were sent to the press. By mid January we shared the results of the campaign to that date: **2500 pony tails were collected and 320 women received a wig.**

After the official ending of the campaign, it never actually stopped: the Geef om Haar/Coupe d'Eclat fund receives an average of two requests a day concerning the campaign, **another 1300 pony tails have been donated and another 180 women have received a wig.** Another iteration of this campaign started in March 2010.

For this campaign, Porter Novelli Brussels won a Sabre Award in the category Fashion & Beauty.