

# The online pamperer

SYDNEY, AUSTRALIA: Reckitt Benckiser wanted to push its Lemsip and Strepsils products for the winter season in Australia. Cold and flu medicine is not necessarily the most exciting of topics so the challenge for Holler Sydney was to inject some fun into the subject to drive sales for Lemsip and Strepsils in Australia.



The idea of 'Man Flu' has been used in advertising a fair few times but Holler Sydney and Flying Fish have taken the idea one step further and created an online and interactive cure for 'Man Flu', in the form of Flo the Online Pamperer, to accompany the products. The campaign is a Facebook app hosted on [onlinepamperer.au](http://onlinepamperer.au) and takes user information to generate specific content.

Flo, the Online Pamperer, was created to provide flu-afflicted men with round the clock care and give their partners a much needed break. Users can enter the site and get different content depending on their gender, by clicking on either a "girls" or "guys" enter here button. Girls are given a short video explaining how the Online Pamperer can look after their suffering boyfriend with the help of Lemsip and Strepsils. The girls are also given the opportunity to enter a competition to win a spa break.

## Tailored for men

The "guys" side of the site has to be accessed with a Facebook login so the app can access the likes to tailor the content for the men. For example the Online Pamperer can play their favourite music, based on their Facebook likes, to cheer them up.

Flo can also explain 'Man Flu', take the men's temperature and text their partner to bring home more medicine. The website is interactive and users can move easily through each category by clicking on a bell. The products are integrated throughout the videos.

Users of the Online Pamperer are also offered an exclusive discount on Lemsip and Strepsils products.

## Results

The Online Pamperer has just launched on <http://onlinepamperer.com.au> and Facebook.