



MAKING HYGIENE THE NEW COOL



YouTube Works Awards

Southeast Asia

WINNER

Lifebuoy: #KetempelanDingin

THE BIG BANG & MULTIFORMAT STORYTELLING & BEST OF COUNTRY

Lifebuoy | Mindshare + Lowe

BACKGROUND

Lifebuoy set out to win the hearts of Gen Z, a vital audience for long-term growth by breaking free from its “older generation” image.

Speaking directly to 18–34-year-olds, they delivered a culturally relevant message wrapped in a lighthearted, comedic tone, making hygiene feel fresh, fun, and unmistakably Gen Z-friendly. Powered by a multi-format YouTube strategy from Shorts and bumpers to influencer collaborations and TrueView ads. The campaign ignited high engagement, refreshed the brand's image, and created a “big bang” cultural moment that resonated with young audiences across Indonesia.

APPROACH

The YouTube strategy tapped into the power of creator partnerships and diverse video formats to connect with Gen Z, modernize the brand, and spark engagement. For its “big bang” moment, it combined YouTube's advanced tools with authentic influencer content, using a multi-format approach to maximize reach and views.

This fully integrated execution not only captured the attention of the target audience but also delivered a true cultural moment. By weaving in local folklore, ghost stories, and other culturally resonant elements, the campaign struck a chord that entertained, engaged, and left a lasting imprint.

RESULTS

41.8M

views

+40bps

SOM National

66%

VTR for Long-format video

+160bps

SOM Modern Trade Key Accounts

Execution is super different than how lifebuoy usually tells the story. Very fresh, very friendly. Different execution on different format to make it interesting on its own.

– Essy Cinta, SVP National Brand, IM3, Indosat Ooredoo Hutchinson



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