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MEDIA

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Sure Whole Body Deodorant

GymTV - June 2025



The objective

Following the launch of Sure's brand-new product – Whole Body Deodorant – the brand worked with Zoom to target their key audience through our expansive GymTV network.

The objective of our research was to demonstrate the effectiveness of GymTV on gym goers and analyse how Sure's content resonated with the target audience, including:

- How many could **recall** and recognise the GymTV campaign
- How the campaign **positioned** the Sure brand as the go-to deodorant brand
- What effects it would have on **purchasing consideration**



The concept and execution

Sure had a 30-second advert featured on GymTVs across several of the biggest gym chains across the UK over a 10-week period.

- **164 gym-goers** were interviewed face-to-face
- **Three selected gym sites** in the UK were chosen, two in London and one in Birmingham
- All respondents were required to be aged **18 or over** and fall within the **ABC1** social grade classification.
- The key target audience of **18-54 ABC1s** was the most predominant audience within the survey (93%)





The summary

70%

of gym-goers recalled
the Sure Whole Body
Deodorant ad

67%

Agree Sure Whole Body
Deodorant advertising
fit well in the gym
environment

52%

of gym-goers were more
likely to purchase Sure
Whole Body Deodorant

+208%

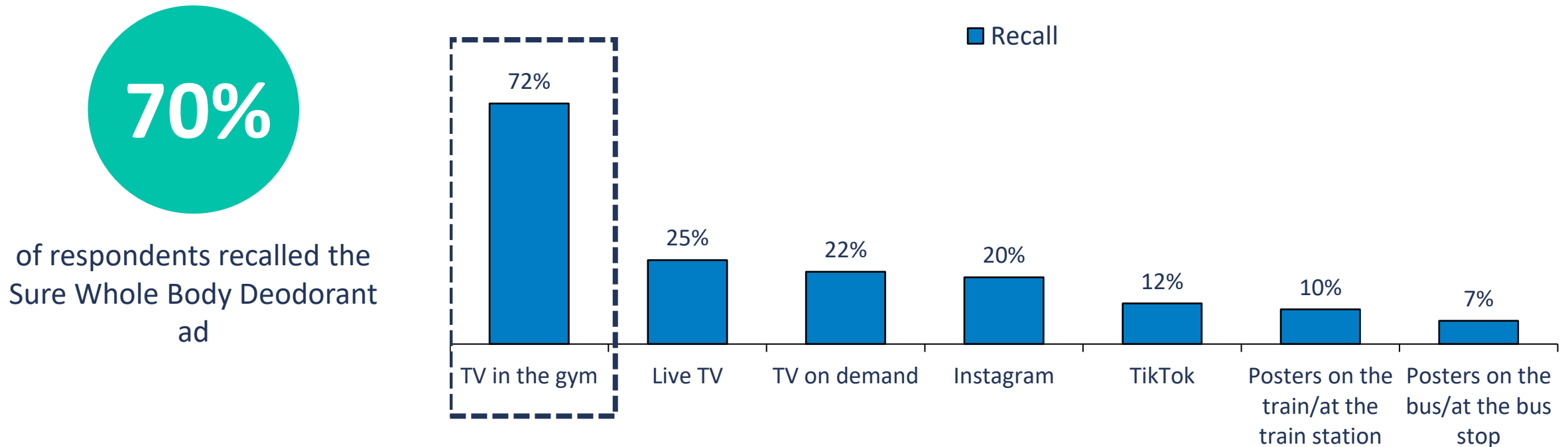
of those who recalled the
ad were aware of the
product when compared
to those who didn't recall

The results

Ad Recall

The campaign successfully cut through – recall was strong with gym-goers confident they had seen it on GymTV

Ad Attribution



Q8a Do you remember seeing any of these adverts (or similar) for Sure Whole Body Deodorant at the gym or anywhere else recently? / Base – All respondents (164)

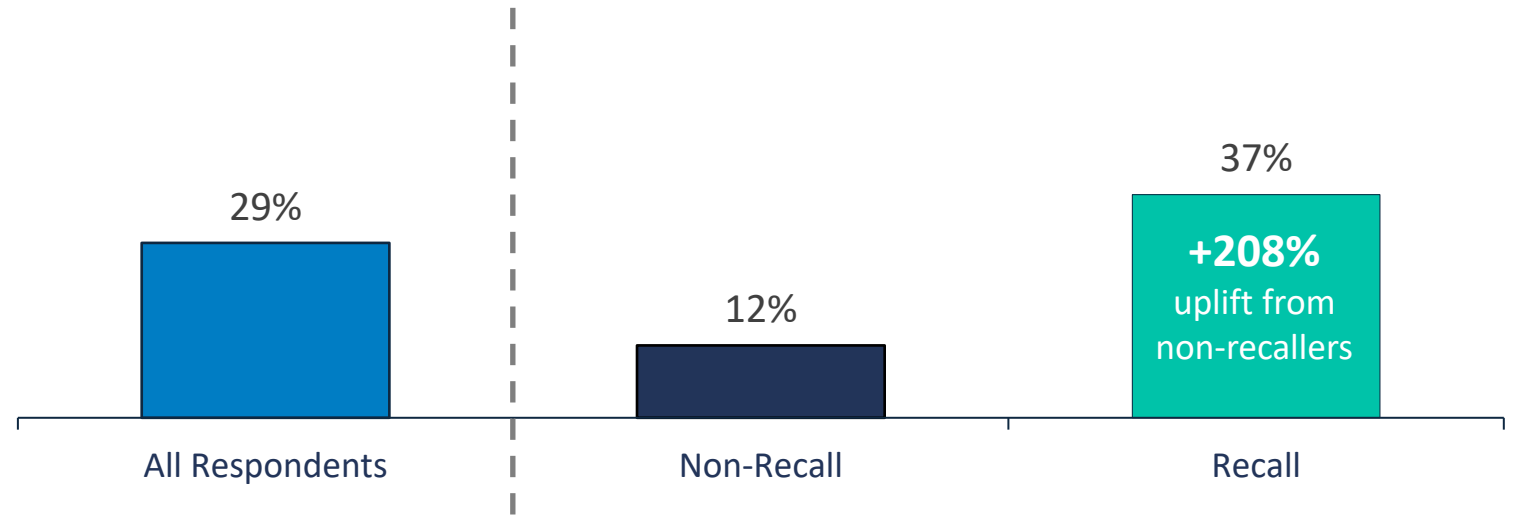
Q8b Where do you recall seeing the advertisement? / Base – Recall (115)

The results

Brand awareness

Campaign exposure drove a huge boost in awareness of Whole Body Deodorant, building the brand among the target audience.

Prompted Product Awareness – Sure Whole Body Deodorant



Q2a Which of the following deodorant brands are you aware of? - Sure

Q5a Thinking now about Sure, which of the following are you aware of? – Sure Whole Body Deodorant

Base – All Respondents (164), Non-Recallers (49), Recallers (115)

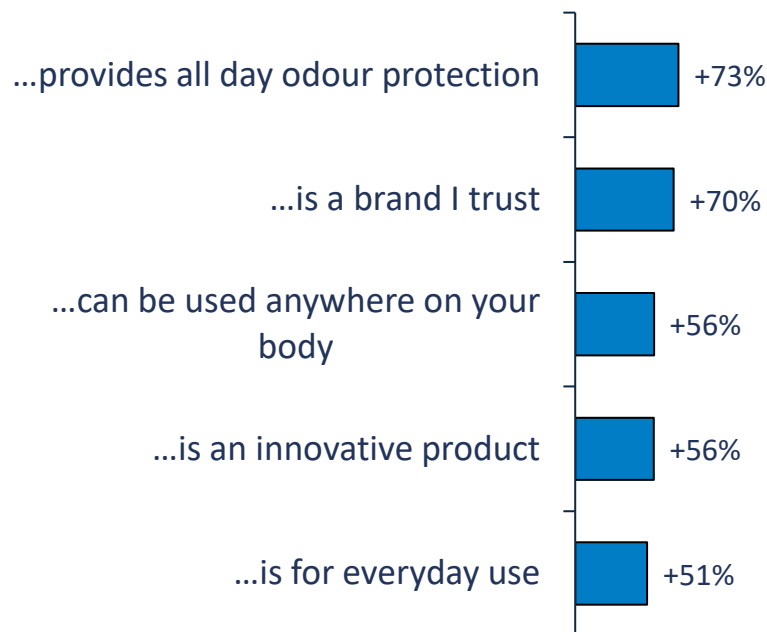
The results

Brand perception

Nearly a fifth of recallers have an improved impressions of both Sure and the Whole Body Deodorant. As well as this, at the highest level of agreement even stronger advertising impacts were seen among the gym-going audience

22%
of recall respondents
have a better
impression of Sure
Whole Body
Deodorant

Top 2 'Agree'



Top 1 'Strongly Agree'



The results

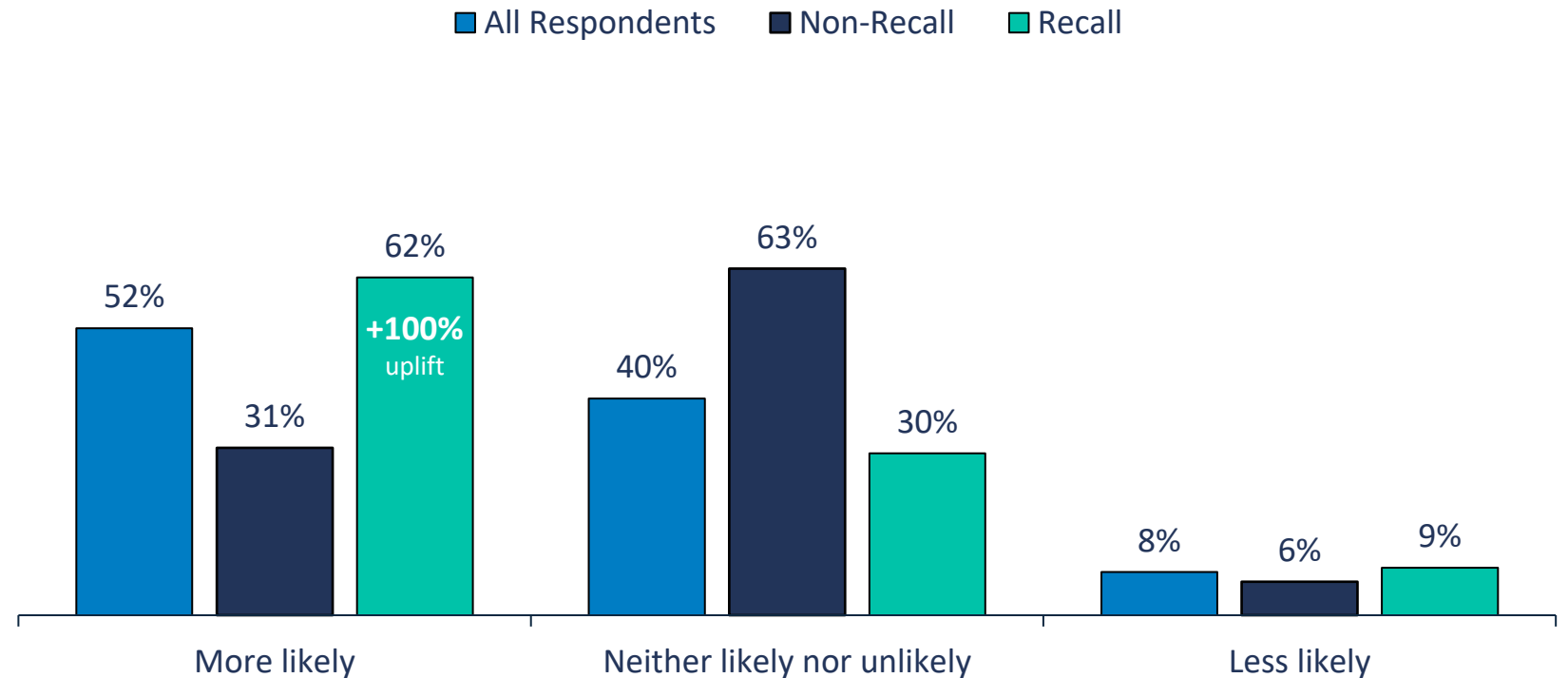
Product consideration

Campaign recall had a significant impact on moving gym-goers from neutral to improved likelihood to purchase Sure Whole Body Deodorant

54%

of all respondents
were more likely to
purchase any Sure
product

Purchase likelihood of Sure Whole Body Deodorant



NB This question was asked after we prompted respondents with creative material

Q11.1 Now that you have seen the advertising, are you more or less likely to...? - ...purchase any Sure product – Top 2 'More likely' shown (7-point scale)

Q11.2 Now that you have seen the advertising, are you more or less likely to...? - ...purchase Sure Whole Body Deodorant (7-point scale)

Base – All respondents (164), Non-Recall (49), Recall (115)

The conclusion

Overall, the campaign was a success, standing out to gym-goers and aligning well with the positioning of the product. The GymTV content was seen as relevant and impactful within the gym environment. So much so, **6 in 10 gym-goers wanted to see more information on Sure products on GymTV!**

The impact of the GymTV platform translated into strong performance across key metrics. Leading to notable uplifts in brand and product awareness, improving brand perception, and increasing likelihood to purchase in the future.

For more information on this campaign, research, or our GymTV platform. Get in touch with the team:
<https://uk.zoommedia.com/agency/contact/>

