
NIVEA
BODY MILK
Rewriting the Body Care Playbook
NEW:
72h
Moisture
CLINICALLY PROVEN
NIVEA
Nourishing Lotion
Body
Milk
72h Moisture | Intense Care
Pure Hyaluron,
Almond Oil & Deep Nourish Serum
HEALTHY LOOKING SKIN
WITH EVERY USE
Dry to very dry skin



CHALLENGES

Navigating the 3C Challenge: Consumer, Category, Competition

1. Category Challenge:

High penetration but low emotional differentiation makes body lotion a price-driven, low-loyalty category.

2. Competition Challenge:

Vaseline's high-decibel celebrity and OTT partnerships intensified the cut-through challenge.

3. Consumer Challenge:

Indians spend 5–10x more attention on face care; body care is often rushed, seasonal, or skipped, making behavior change challenging.

OBJECTIVES

Ingredient Leadership:

With 31% of adults are willing to pay more for quality ingredients, lead an ingredient-first narrative.

Season Ownership:

Launch early and maintain talkability through India's staggered winter season.

Next-Gen Resonance:

Break the generational mold with culturally relevant narratives for Millennials and Gen Z.



STRATEGY

Creative Functionality

Hyaluronic Acid and 72-hour moisturization woven into engaging, culturally relevant content.

Phased Spikes Strategy

With high competition, we executed 2 spikes in 3 months:

- **Spike 1:** Co-creative, challenge-driven to drive participation.
- **Spike 2:** Hook-led with Gen Z slang, keeping the product front and center.

THE BIG IDEA



SPIKE 1

- Introduced a tongue twister “NIVEA Hyaluron, Neela Hyaluron” to make the new ingredient recall stronger.
- Partnered with Mayur Jumani and Nandy Sisters to create a catchy, shareable track for amplification.

SPIKE 2

- Highlighted 72-hour moisturization via a clever hydration hook.
- Flipped popular slang “Thirst Trap” (~135K uses on Instagram) to show skin craving hydration.



RESULTS & RECOGNITION

377M
Reach

6%
Engagement Rate

12.5
EMV

2.99M
Engagement

In November 2025, the NIVEA Nourishing Body Milk appeared among Amazon India's top-ranked products, with an average rating of 4.4 from over 58,000+ ratings.

The ideas and execution were widely appreciated, resonated strongly with the brand, and set new benchmarks.

Simone Fernandes, Senior Digital Marketing Manager | **Omkar Salvi,** Influencer Marketing & Content Expert









THANK YOU!