Dettol Antiseptic Liquid - #DadsCanToo

Context: Dettol Antiseptic Liquid is experiencing a decline in penetration among its core target consumers: pregnant women and new mothers. There was a need to Establish DAL as the most superior, efficacious and trustworthy solution for germ disinfection among vulnerable lifestage cohorts of pregnant women and new mothers (0-2 years)

Seek out new opportunities: Position Dettol as the preferred choice for personal hygiene and surface disinfection during pregnancy and care of newborn

Consumer truth: Parenting in today's modern world is about partnership, yet the overwhelming majority of baby care tasks still fall disproportionately on mothers. While dads have a genuine desire to step up, they often feel uncertain, unprepared, or excluded from tasks deemed "too detailed" or "mom's domain." The result is a vicious cycle where dads hesitate to take ownership, and moms are left juggling everything, leading to frustration and burnout. At the core of this tension lies a gap: dads lack the practical know-how, not the intent. They want to help, but their cluelessness about doing it "the right way" keeps them from truly sharing the care.

Campaign: Enable Dads to partner new moms in parenting by taking up baby related tasks, starting with everything they can do with Dettol Antiseptic Liqu

Period: Launched on Father's Day – 15th June till 31st August

Campaign Output:

70m+
Reach

300m+
Impressions

2x VTR vs Benchmark

1.6x Clicks vs Benchmark

240
Communities Activated

48K
Brand Mentions

334K
Total Engagement



31K+
Downloads
(1P Data)

Campaign Outcome: 8% unit Volume offtakes growth in penetration packs YTD Sep'25 over LY



Play Me

#DadsCanToo – Main Film

POME Digital Activation #DadsCanToo delivered higher than benchmark media output leading to positive uplift in imagery and directional growth in penetration packs

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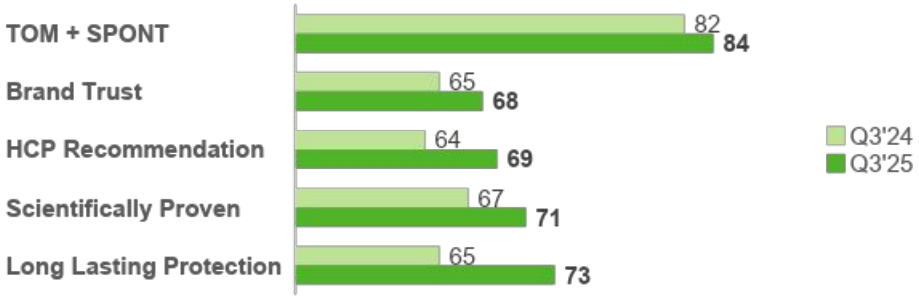
Uplift in Recall & imagery





Growth

2%
Penetration Packs Growth

Q3'25 over Q3'24

Same packs growth in Q3'24 was **-4%**

Way Forward: Activate POME on digital (extending the #DadsCanToo platform) once every quarter in 2026