

# LUX

Ad Awareness (Unaided)  
Top-of-mind ad awareness  
was 24% and total ad  
awareness was  
**66%.**

Campaign  
Lux Shower foam

Category  
Toilet soaps/Bathing products

Target Audience  
People aged 15 and above

Media  
NEL Dhoby Ghaut Station

Duration  
March - April 2011



New LUX range.  
Declare your beauty.



Base: 250 respondents. Surveyed by Consumer Probe commissioned by Moove Media