

Bodyform pledges to support women in Zimbabwe

Bodyform announced yesterday, 14 August 2008, a pledge of fundraising and marketing support to help provide vital sanitary supplies to the women of Zimbabwe, in partnership with ACTSA (Action for Southern Africa) and its 'Dignity! Period.' campaign.



Bodyform will embark on a new fundraising push to provide 2,3 million products by the end of 2008 to help the serious plight of Zimbabwean women who are unable to afford packs of scarcely available sanitary towels, which cost around five times the average monthly wage.

The new marketing support for 'Dignity! Period.' is targeting 18-24 year old women and involves press advertising, in-store activity, an on-pack promotion, a new microsite, online marketing and PR.

The PR campaign launches with new celebrity support from the likes of Amanda Holden, Kym Marsh and Suzanne Shaw.

Press advertising will run in women's weekly and monthly publications and an on-pack campaign will feature across one of the brand's ranges, Bodyform Ultra, featuring the strapline "Buy one and we'll donate one."

Packs will highlight Bodyform's donation of 2,3 million sanitary towels and will be on shelf from 11 August for one month.

A dedicated microsite at www.bodyform.co.uk will raise awareness of the cause and highlight that just £1 will buy two months supply of sanitary protection, encouraging consumers to make a personal donation and give the gift of dignity to the women of Zimbabwe.

In addition, an online advertising and PR campaign is planned through key websites such as Facebook, MSN and ASOS.

Millions of women and girls across Zimbabwe are facing unnecessary suffering and hardship. The economic crisis means

they resort to using dirty rags or newspapers, which can lead to severe infections that in turn are often falsely attributed to sexual promiscuity and can then result in domestic violence.

Yulia Kretova, Bodyform marketing manager, comments: "We are committed to helping the women in Zimbabwe and showing consumers how even just a small donation can make such a massive difference. At Bodyform we believe that sanitary protection should be a basic human right and, through our new pledge and marketing campaign, we can enable Zimbabwean women to get on with their daily lives without the risk of infections, social stigma or abuse."

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