

Make Gen Zs fall in love with Keysoap

Deadline

20th July 2024, 5pm GMT

Kindly send submissions to
people@theechohouse.com with the
subject ProjectFIND

The backstory

Keysoap is a popular laundry soap and heritage brand manufactured by Unilever Ghana. At its core, it represents trust, hard work and value.

Washing isn’t a chore; it’s a culture and key soap supports that because it has been a constant in Ghanaian homes. It’s the scent of childhood laundry days, the clean yellow bar in every auntie’s kitchen, and what grandmas used to keep the house (and the family) spotless. It’s more than soap; it’s part of the ritual of care passed down through time.

But somewhere between generations, the handover got lost. Gen Z didn’t inherit the love for keysoap the way their parents did. It remained in the background, quiet, reliable, but no longer exciting. Born in the age of body washes, skincare routines, and TikTok aesthetics, this generation might not see a bar of laundry soap as exciting, let alone essential.

But what if they saw it differently?

The Assignment

Create a powerful, creative idea that makes Gen Z fall in love with keysoap again.

Your concept should:

- Put keysoap at the center of the story.
- Be fresh, exciting, and Gen Z–focused.
- Feel relevant, local, and authentic.

Your idea can include (but is not limited to):

- A new brand design
- TV or radio commercial
- Social media or influencer content
- A pop culture moment (meme, music, TikTok trend, etc.)
- An event or limited-edition packaging

Who are we talking to?

Young Ghanaians under 25 who:

- Are digitally native
- Care about culture, identity, and authenticity
- Love to remix the old with the new
- Follow trends like DIY, thrift fashion, TikTok, and sustainable living

Things to think about

keysoap is the OG laundry bar; lean into that legacy.

- Laundry can be a vibe. Can you turn it into a trend or ritual?
- Think aesthetics: "wash day" as self-care, family tradition, or Gen Z therapy.
- Explore bold visuals: Limited-edition packaging, traditional patterns made modern.
- How can your idea go viral? Meme it. Music it. Motion it.

What’s your insight?

The winning idea will be built on a strong insight, something emotionally or culturally resonant that makes keysoap uniquely relevant to young people. Your insight could come from:

- A cultural trend
- A behavioral truth
- A generational shift
- Or anything that sparks a fresh connection between Gen Z and keysoap

What to Include in Your Submission

1. Your Big Idea: Clearly explain what your concept is and how it will build love and relevance for keysoap.
2. Your Insight & Research: What inspired your idea? Why does it work for this audience?
3. Your Creative Process: How you developed your idea and why it works uniquely for keysoap.
4. Your Execution: Show us your creative work: the ads, the visuals, the content, the design.

Actions speak louder than words

We’re looking for action, not just talk. Think bold, think Gen Z, and make us fall back in love with keysoap.

The important stuff

- Submit your work as a PowerPoint presentation.
- Your files can include:
 - Video (MP4)
 - Audio (MP3)
 - Images (JPEG)