

soap surprise

problem

How can we manage the future ebola outbreaks in Western Africa?

It starts with prevention.

background

One of the most important and easiest preventing method against ebola is frequent handwashing with soap.



So how can we motivate African people to wash their hands frequently?

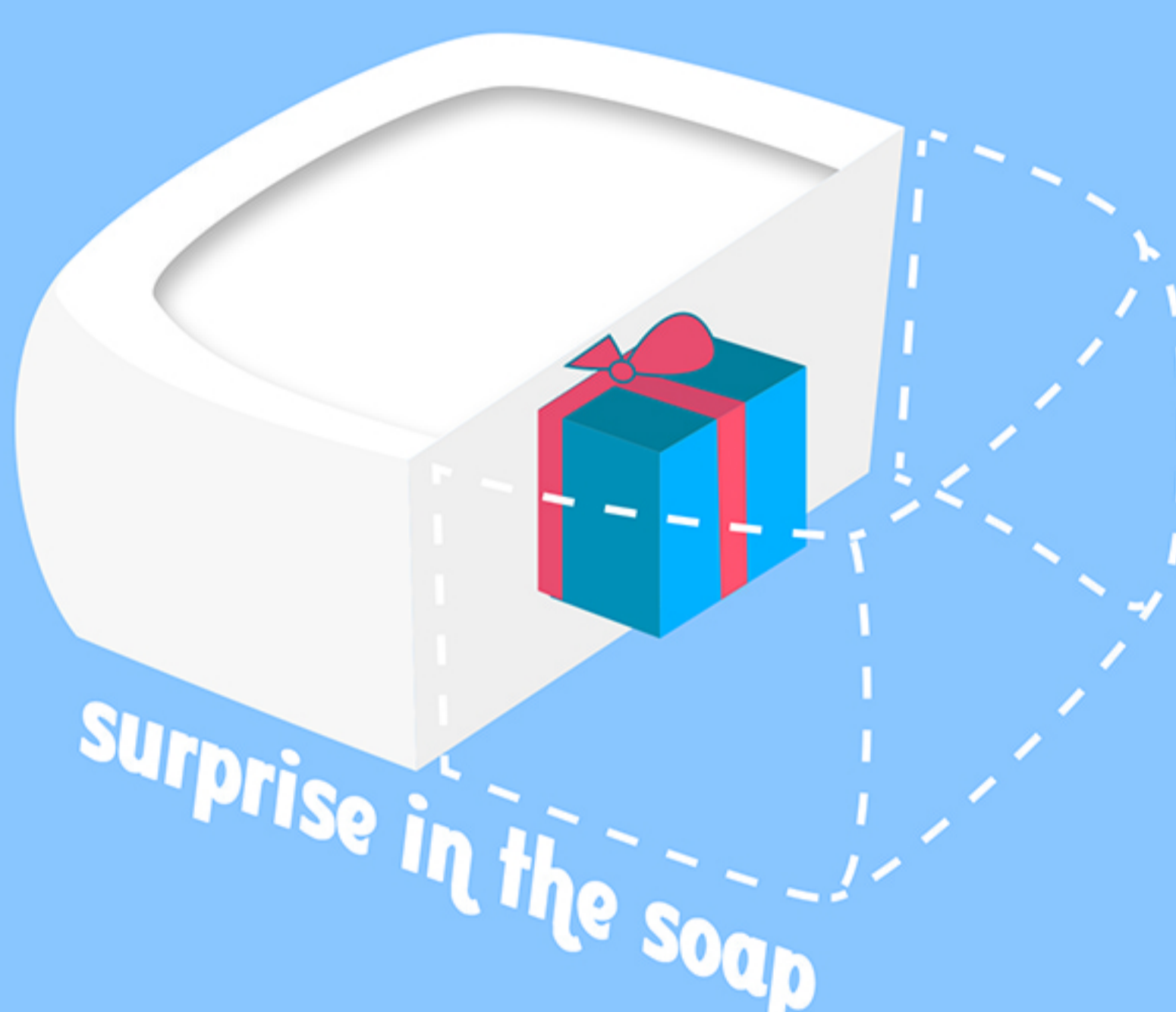


soap surprise

Focus on children. We make handwashing exciting.



We put a little toy into every soap like Kinder Surprise. Children can only find their gift when they use up their soap.



on the packaging

Message to the adults

Handwashing can protect your family from viruses like ebola.

conclusion

Children want to wash their hands frequently to get their surprises.

Handwashing became the part of people's daily routine in Africa.



A body-care company can use it as a CSR campaign as well.

