

# #TheClearChoice UNCENSORED

Transparency is a word often thrown around with little to back it up. Believe us, we've met A LOT of antiperspirant deodorants out there claiming to be "see through." Yeah, we're calling 'em out. Welcome to the new age where we show you how only Ban goes on clear and stays clear. On your clothes, on your skin ... and all its nooks and crannies.

Who wants those gooey, white residue clumps sliding on into their underarms anyways? You know, the chunks that cozy on up to the contours of your pits. When you get with Ban, you roll with the real (clean) deal.

And we won't tell you Ban is going to keep you calm, cool, and collected. That it's gonna score you a promotion. Or that it'll last for 48-hours. Like, what's that about anyway?

The straight up truth is that you don't have to smell like Sharknado Blue Freeze to ensure strength. Nor do you have to reach for Pretty Rose Princess to get sensitivity. Ban brings the best of both worlds together—without leaving any "white fuzz" in its path.

Meet #TheClearChoice **UNCENSORED**.



# Ban roll-Ons

Ban Antiperspirant Deodorants sought to increase reach and awareness of the Ban Roll-On brand amongst an extremely large audience through tactical social placements.

Using leading social intelligence platforms, we conducted research on current users, competitors, and industry trends—such as humor around deodorant—to develop a media plan and creative components that worked hand-in-hand.

## POST TEXT

How many episodes to binge? Where to get takeout? With so many great unknowns, at least you can count on clear pits. Ban Antiperspirant Deodorants go on clear and stay clear.

#TheClearChoice

Social Asset (example shows Platform Format)

Instagram Mock

[4x16 VIDEO LINK](#)



Stories Mock

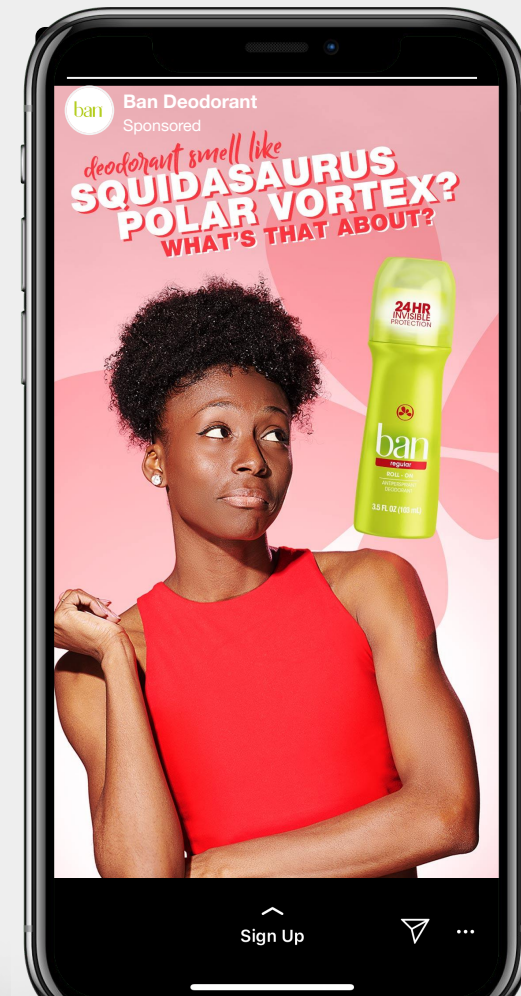
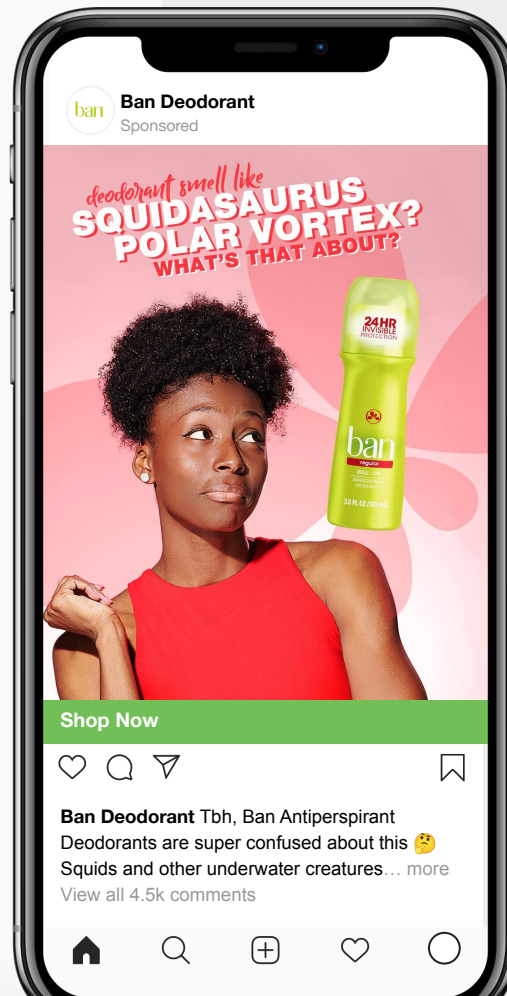
[9x16 VIDEO LINK](#)



## POST TEXT

Tbh, Ban Antiperspirant Deodorants are super confused about this 🤔 Squids and other underwater creatures are cool ... to look at (from a safe distance)! We'll be over here smelling like #TheClearChoice.

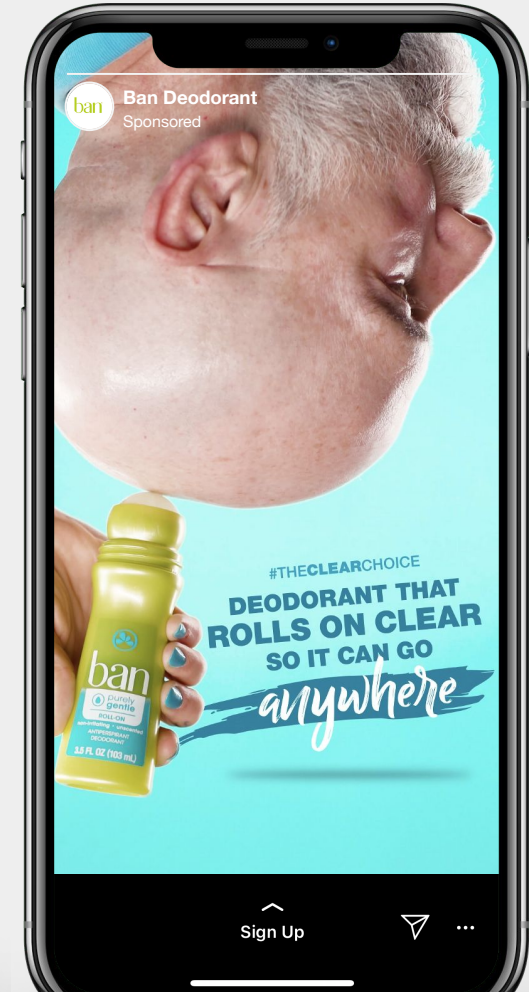
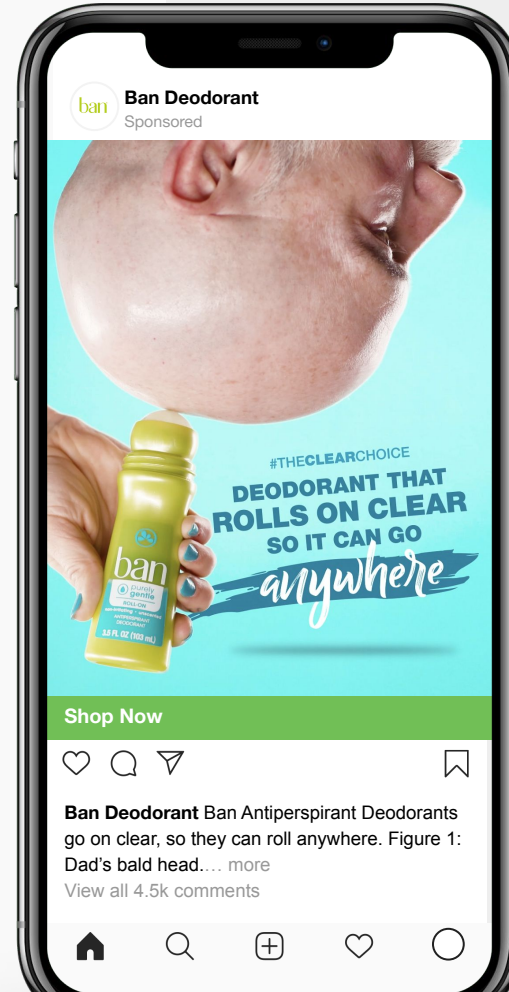
Social Asset (example shows Platform Format)



**POST TEXT**

Ban Antiperspirant Deodorants go on clear, so they can roll anywhere. Figure 1: Dad's bald head. What you don't see will actually help you to see why we're #TheClearChoice 😊

Social Asset (example shows Platform Format)





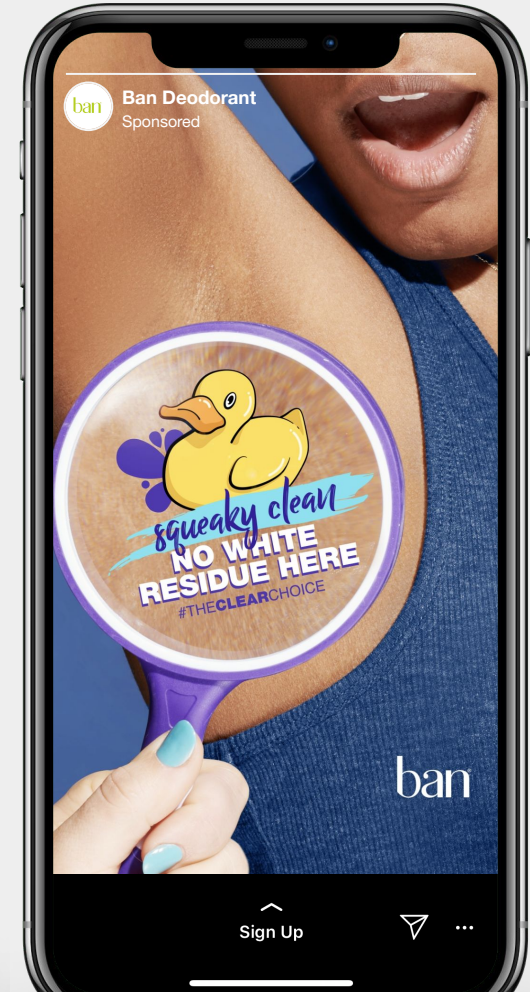
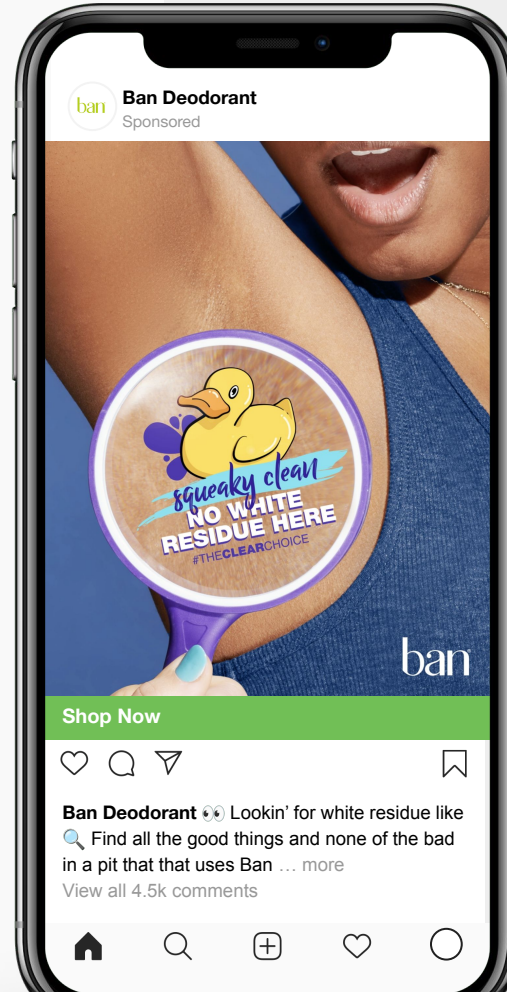
4x5 VIDEO LINK

9x16 VIDEO LINK

**POST TEXT**

👀 Lookin' for white residue like 🔍 Find all the good things and none of the bad in a pit that uses Ban Antiperspirant Deodorants.  
#TheClearChoice

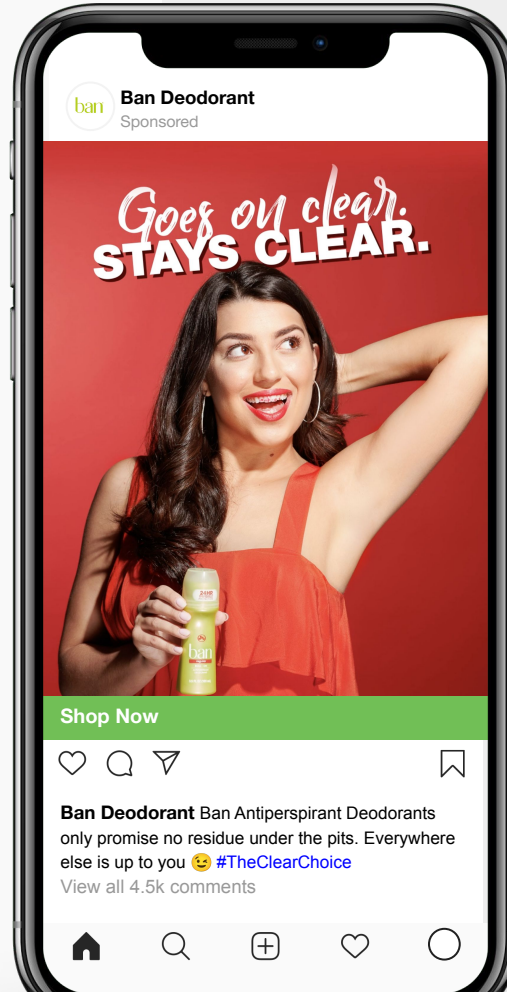
Social Asset (example shows Platform Format)



[4x5 VIDEO LINK](#)[9x16 VIDEO LINK](#)**POST TEXT**

Ban Antiperspirant Deodorants only promise no residue under the pits. Everywhere else is up to you 😊 #TheClearChoice

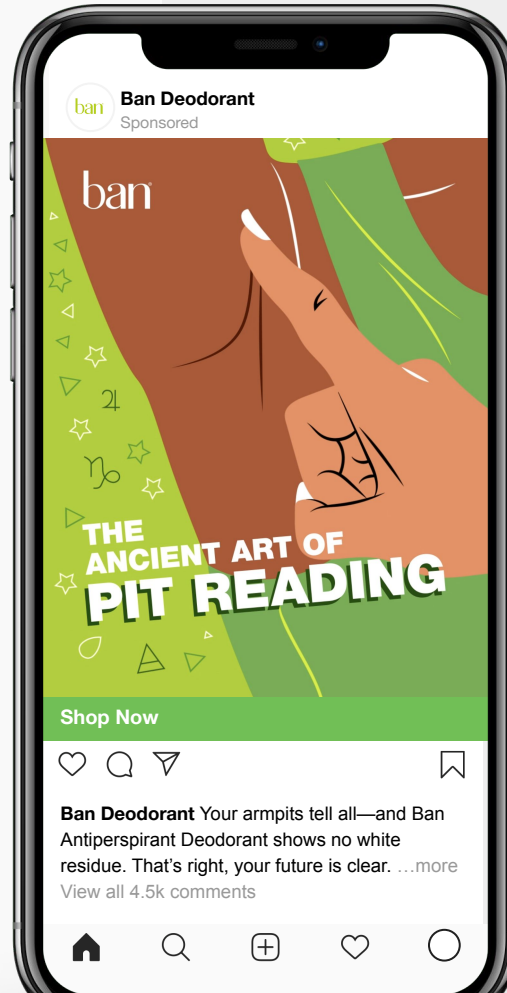
Social Asset (example shows Platform Format)



[4x5 VIDEO LINK](#)[9x16 VIDEO LINK](#)**POST TEXT**

Your armpits tell all—and Ban Antiperspirant Deodorant shows no white residue. That's right, your future is clear. And so are your armpits 🙄  
 #TheClearChoice

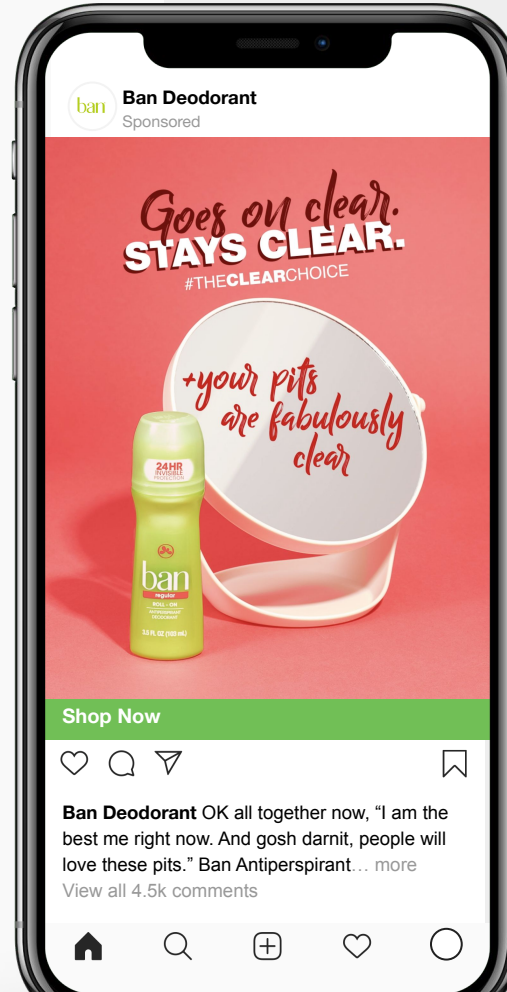
Social Asset (example shows Platform Format)



[4x5 VIDEO LINK](#)[9x16 VIDEO LINK](#)**POST TEXT**

OK all together now, "I am the best me right now. And gosh darnit, people will love these pits." Ban Antiperspirant Deodorant rolls on without any white residue. #TheClearChoice

Social Asset (example shows Platform Format)





[4x5 VIDEO LINK](#)[9x16 VIDEO LINK](#)**POST TEXT**

Leave modern art in the museum 🖼️ and out of our armpits. Ban Roll-ons take a minimalist approach to white residue, aka zero traces. #TheClearChoice

Social Asset (example shows Platform Format)

