

## Sep-Nov 2009 winner Lynx Party across the Internet

**Client:** Lynx

**Creative Agency:** Soap Creative

**Campaign type:** Banners, rich media, viral

**Industry:** FMCG

**Website**

[www.partyacrosstheinternet.com](http://www.partyacrosstheinternet.com)

### Campaign Information

To launch Lynx Superfresh and engage the elusive young male market, Soap crafted a mind bending online experience that blurred the lines between advertising, social media, entertainment and interactivity. Once consumers arrived at the destination site, they were taken on an unexpected journey across various sites on the web, and given the opportunity to partake in games such as a pillow fight with a “wild girl” before landing on the Lynx Facebook page.

Approximately 100,000 people took part in the Party Across the Internet Experience and the campaign generated 68,000 new fans for Lynx on Facebook.

### Judge’s Comment

Undeniable cut through, great media strategy, top notch execution, and most importantly a really nice idea at the heart. Oh, and hot chicks.

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**Promotion:** New showergel a cure for the common hangover!

In a move set to revolutionise the ability for young men to back up and get back in the game, LYNX have revealed an exciting new shower gel that claims to cure your hangover.

But I must explain to you how all this mistaken idea of denouncing pleasure and praising pain was born and I will give you a complete account of the system, and expound the actual teachings of the great explorer of the truth, the master-builder of human happiness.

No one rejects, dislikes, or avoids pleasure itself, because it is pleasure; but because those who do not know how to pursue pleasure rationally encounter consequences that are extremely painful. Nor again is there anyone who loves or pursues or desires to obtain pain of himself; it is pain, but because occasionally some one can possess him some great

To take a trivial example, which of us has any right to find fault with a man who chooses to enjoy a pleasure that has no annoying consequences, or one who avoids a pain that produces no resultant pleasure?

