

### Dec 12-Jan 13 winner The World's Most Dangerous Product Demo

**Client:** Vanish Napisan  
**Creative Agency:** Holler

**Campaign type:** Viral  
**Industry:** FMCG

#### Campaign overview

<http://vanish-vs-internet.its-a-honeyland.com/>

#### Campaign Information

Vanish Napisan wanted a product demonstration with a new twist, so Holler created The World's Most Dangerous Product Demo, which injected adrenaline into stain-removal by staging a dive from eight metres into 30 centimetres of tomato sauce.

The dive was filmed and shared across Facebook, resulting in people suggesting other ways to test Vanish Napisan. As a result, beetroot was fired out of an air-cannon at a cricketer, and a family rolled down a hill in a Zorb ball filled with chocolate ice cream.

The campaign reached more than 3 million people, over half a million people viewed the videos and there was a 317% increase in Facebook fans.

#### Judge's Comment

It's hard to beat a good old fashioned product demo. Really fun and simple idea with the brand at its core.

