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Rexona will bring their dance studio experience to the masses in a way nobody will ever see coming.

Introducing Rexona: Emotion Through Motion

concept

Rexona will place Virtual Dance Studios that have the appearance of a vending machine in various venues with heavy foot traffic.



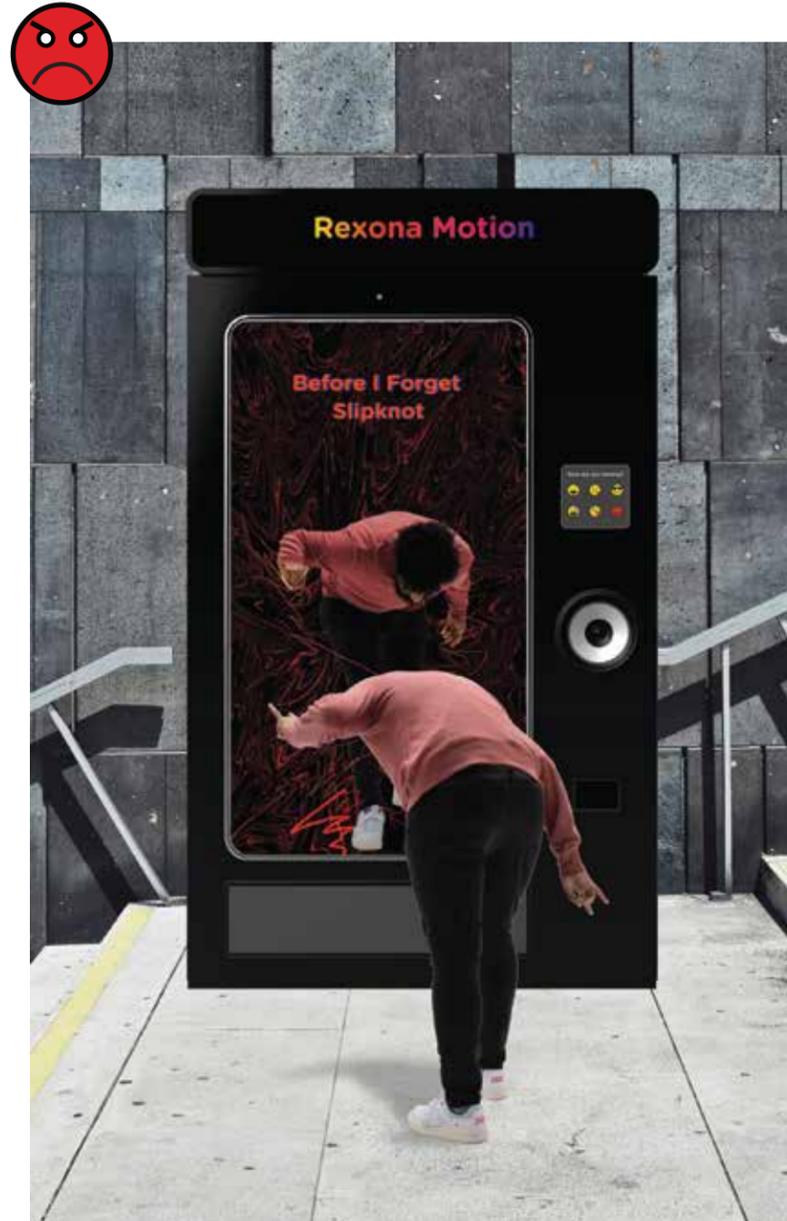
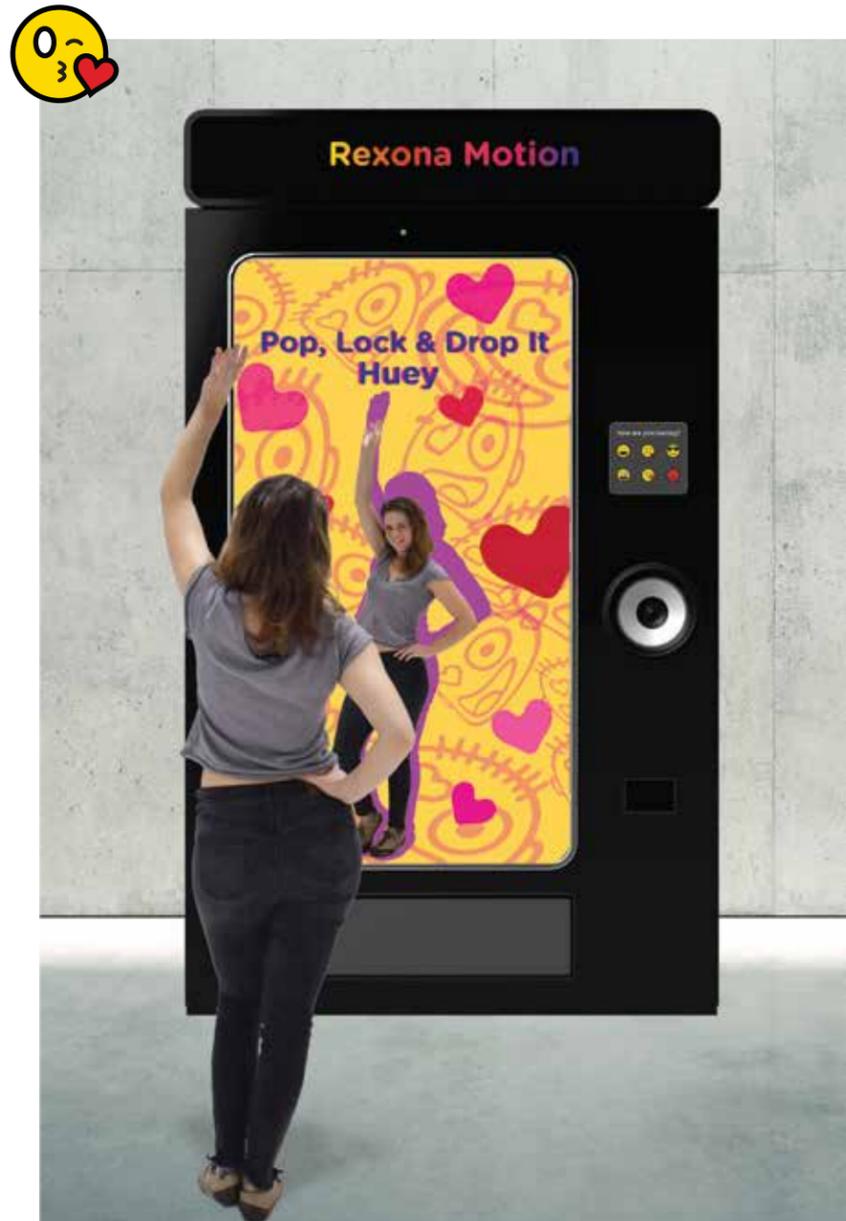
prompt

Attendees will choose an emoji that reflects their current mood (happy, heartbreak, cool, goofy, flirty or angry) and be prompted to then “Let it out.”



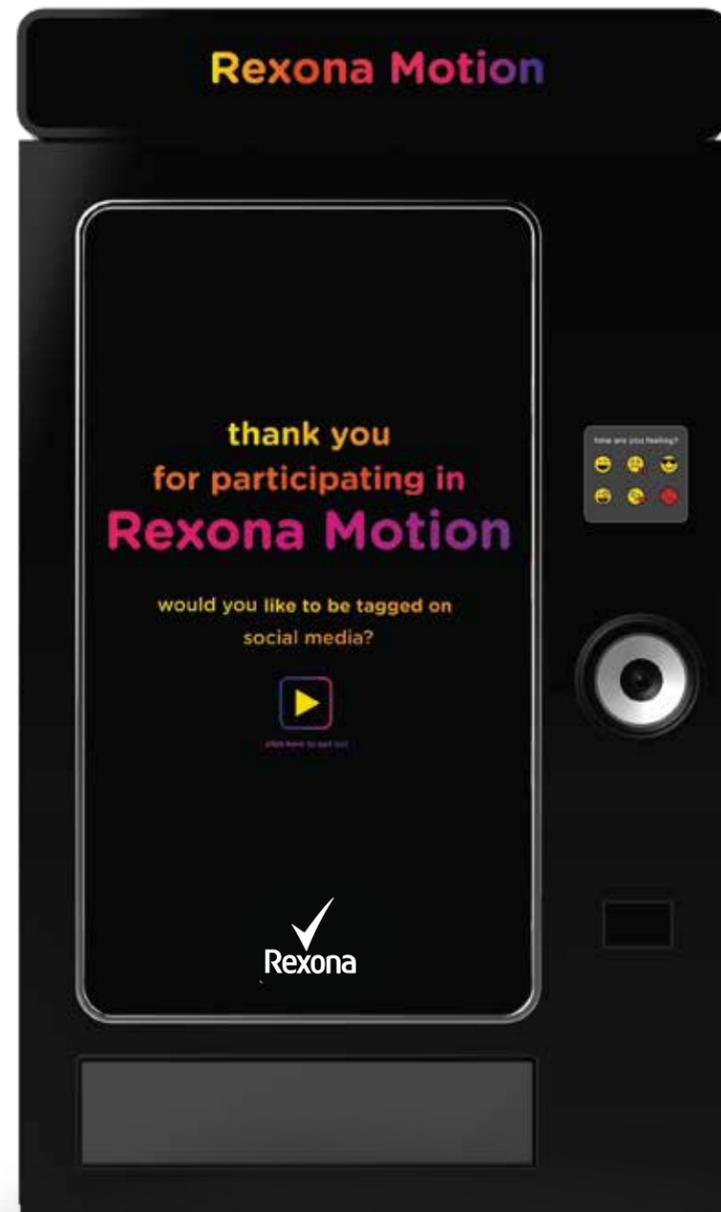
experience

Music will begin playing while an interactive visualizer simultaneously appears allowing participants to express their chosen emotion through motion.



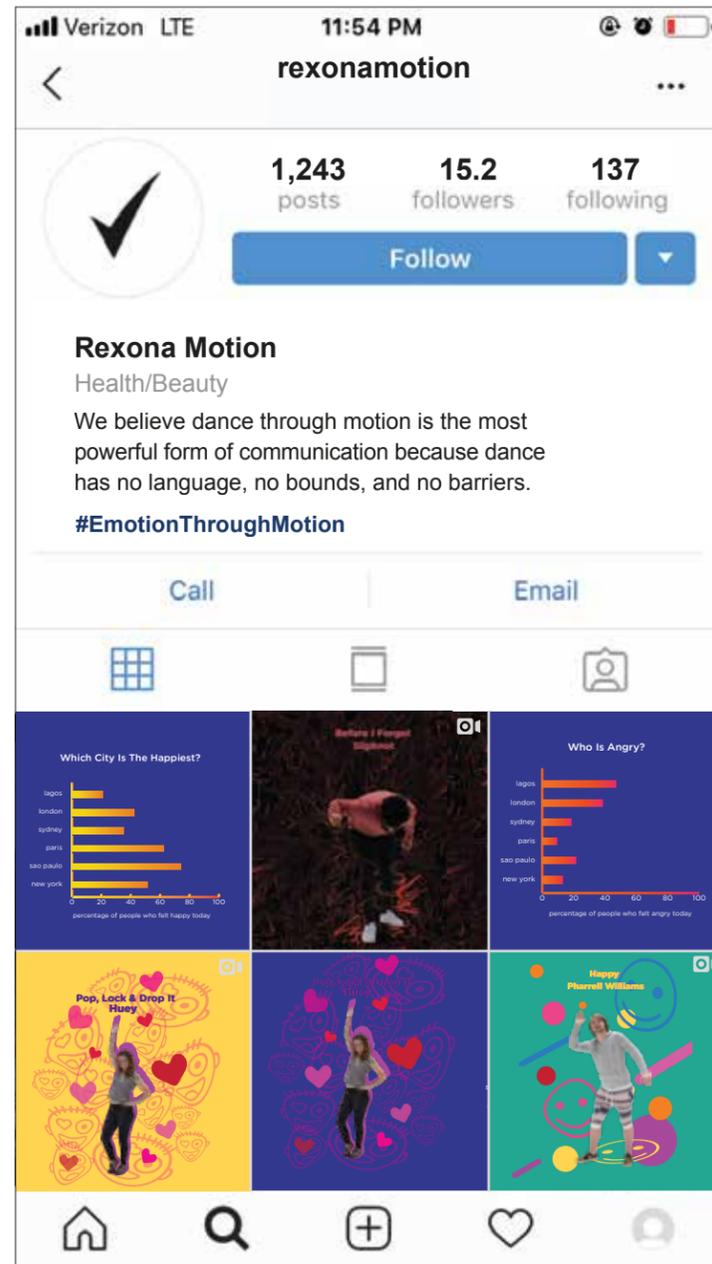
upload

Participants will be given the opportunity to be tagged in their video experience on social media by typing in their username.



social

Rexona will use social media to post infographics and dance videos from virtual vendors across the world to bring visibility and increase participation.



social

