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Adaptive marketing:

Winning in a conversation-led world

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Adaptive marketing, moving from traditional campaigns to continuous, conversation-led engagement, is critical in today's volatile, fragmented ecosystem. As e-commerce expands and premiumisation pressures collide with affordability concerns, consumer expectations are rapidly evolving toward personalised, digital-first experiences. This shift is fundamentally reshaping how brands must engage, moving away from episodic campaigns toward real-time conversations. At Unilever Beauty & Wellbeing GCC, adaptability is our primary growth driver, using global expertise and local nuance to create social-first demand, engage consumers with precision, and accelerate growth across evolving channels.

This framework comes to life across the funnel. For instance, Dove's Prime Day campaign combined creator influence with seamless commerce integration to turn discovery into purchase, delivering +251% new-to-brand shoppers and +40% YoY sales growth. Equally critical is building cultural relevance through local intimacy. Vaseline's Ramadan Ghabga campaign converted cultural rituals into entertainment via an episodic format on Shahid and social media, driving over 25 million in reach and a 5.6% engagement rate. In parallel, its HQ Verified campaign leveraged viral hack culture to transform user-generated content into science-backed proof, generating 154 million in estimated reach.

At the core of this approach is a beauty-first operating model built to listen and respond in real time. Sunsilk demonstrated this during Ramadan by leaning into TikTok culture to co-create the native series "Everything is under Control". By mirroring real-life holiday chaos and positioning its Leave-On Cream as an effortless ally, the brand embedded itself into lived experiences, securing 42 million views alongside measurable gains in market share and brand power.

In an environment where consumer journeys are non-linear, discovery continuous and relevance fleeting, scale is no longer about singular campaigns; it is about orchestrating thousands of contextual micro-moments. In a world of constant disruption, adaptability is our definitive competitive advantage, driving growth, building enduring brand equity, and influencing consumer choice.

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