

ECOVER'S SCENTLESS RANGE PARODIES PERFUME ADS

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L'eau de Bébé, Ecover, film by Uncommon

Watch this video at <https://www.lsnglobal.com/news/article/24068/ecover-s-scentless-range-parodies-perfume-ads>

UK – The eco-friendly cleaning and laundry brand has produced a satirical campaign to mark the launch of its scentless, hypoallergenic range, **Ecover Zero**.

In collaboration with creative studio **Uncommon**, the brand has created L'Eau de Bébé, a fictitious perfume supported by a humorous film and social media campaign that celebrates the unadulterated scent of a baby. The twist: the campaign encourages conscious consumers to question using products with chemical fragrances. Targeting parents, it states: 'Everyone loves **#BabySmell**, so why cover it up?'

'Our research proves that nothing in the world smells as good as natural new-born babies, and yet as a nation we're in the habit of surrounding babies with overly fragranced laundry products that have the potential to irritate delicate skin,' says Sara Mendez Bermudez, European head of brand at Ecover. Shot by playful Norwegian directors Matias and Mathias, the film is the first to highlight Ecover's brand mission, Let's Live Clean.

Read our **Home Cleaning Market** for more on how environmentally friendly brands are championing the mindful act of cleaning.