

NO SCRUBS ZONE: THE SCRUB DADDY EXPERIENCE

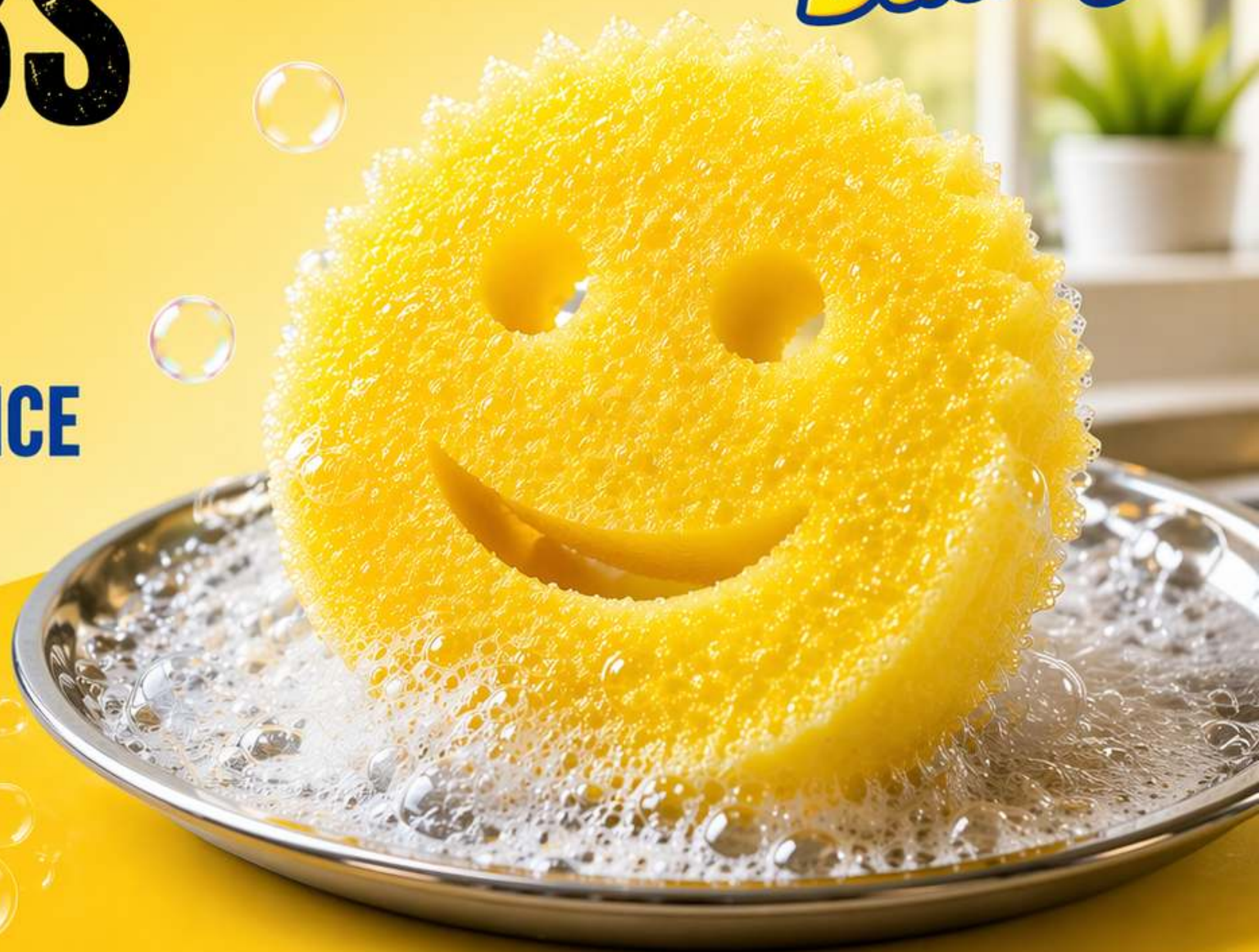


EXPERIENTIAL ADVERTISING CAMPAIGN

 Sarelle Alcantara

 Campaign 1

 April 24, 2026



BIG IDEA



**“ YOU DON’T WANT NO SCRUB.
GET A SCRUB DADDY. ”**



Extends our **original video ad** into a real-life experience.



Turns a **relatable cleaning struggle** into an interactive solution.



Designed to be **fun, shareable,** and memorable.



Drives **excitement, trial,** and **word-of-mouth.**



THE EXPERIENCE

TURNING A CLEANING TASK INTO AN UNFORGETTABLE EXPERIENCE.

We're bringing the Scrub Daddy sponge to life through a pop-up event that invites people to interact, play, and walk away smiling.



INTERACTIVE

Hands-on challenges that engage and entertain.



INSTAGRAMMABLE

Eye-catching moments made to be shared.



COMMUNITY-DRIVEN

Brings people together through fun and connection.



MEMORABLE

Surprises, giveaways, and smiles that leave a lasting mark.

**Scrub
Daddy**



WHAT TO EXPECT

**A FUN, IMMERSIVE POP-UP
FILLED WITH GAMES, GIVEAWAYS,
AND LOTS OF SCRUB DADDY SMILES.**

Guests will test the product, take on challenges, and leave with exclusive merch and a smile (literally). 😊



TRY IT

Test Scrub Daddy in real-life cleaning challenges.



PLAY IT

Fun games and activities for all ages.



WIN IT

Exciting prizes, giveaways, and surprises.



LOVE IT

Leave with a smile and a cleaner, happier home.



SCRUB RACE CHALLENGE

Race the clock in cleaning challenges and win prizes!



SPIN TO WIN

Spin the wheel for exclusive prizes and surprises!



PHOTO OPS

Snap, post, and tag for a chance to be featured!



EXCLUSIVE MERCH

Take home limited-edition Scrub Daddy merch!

EVENT OVERVIEW

The Scrub Daddy Experience is a pop-up event that brings our brand to life through **interaction, fun, and connection.**



POP-UP LOCATIONS

High-traffic areas and community events where our audience lives, works, and plays.



EVENT DURATION

3 days at each location with extended hours to maximize engagement.



TARGET AUDIENCE

Households, cleaning enthusiasts, students, and families ages 18+.



OUR GOAL

Drive product trial, build brand love, and create lasting word-of-mouth.

“
**REAL PEOPLE.
REAL SMILES.
REAL CLEAN.**”



SLIDE 6

THE SCRUB RACE CHALLENGE

**A FAST-PACED, HANDS-ON GAME
WHERE SPEED MEETS CLEAN.**

Participants race against the clock to clean messy surfaces using Scrub Daddy.
The fastest time wins!



RACE THE CLOCK

60 seconds to clean your station.



SCRUB DADDY POWER

Use FlexTexture® to tackle tough messes.



FASTEST WINS

Top performers win prizes.



FUN FOR EVERYONE

Easy to join, fun to watch.



**THINK YOU CAN
CLEAN THE FASTEST?**



PROVE IT.



1 PICK YOUR LANE



2 SCRUB IT CLEAN



3 BEAT THE CLOCK



4 WIN PRIZES



AWESOME PRIZES

From Scrub Daddy merch to gift cards!



MADE TO BE SHARED

A fun, interactive challenge people will post and remember.



BUILDS CONNECTION

Encourages friendly competition and community engagement.



THE SCRUB DADDY CLEAN SWITCH CHALLENGE

**SEE THE DIFFERENCE. FEEL THE DIFFERENCE.
MAKE THE SWITCH.**

Participants compare ordinary sponges to Scrub Daddy and see the clean for themselves. The results speak for themselves!



SIDE-BY-SIDE COMPARISON

See the power of Scrub Daddy vs. a regular sponge.



REAL RESULTS

Instantly see the difference on tough messes.



FEEL THE FLEX

Experience Scrub Daddy's FlexTexture® in action.



MAKE THE SWITCH

Participants get a special offer to switch to Scrub Daddy!

**CLEANER.
BRIGHTER.
BETTER.
SWITCHED.**



**THE PROOF
IS IN THE
CLEAN!**



- ✓ TOUGH ON MESS
- ✓ GENTLE ON SURFACES
- ✓ ODOR RESISTANT
- ✓ LONG LASTING



1. COMPARE

See the difference side by side.



2. CLEAN

Try both sponges on the same mess.



3. SEE THE RESULTS

Instantly see a cleaner, brighter difference.



4. MAKE THE SWITCH

Switch with confidence and take the smile home! 😊



INSTAGRAMMABLE MOMENT

Perfect photo op that gets people talking and sharing.



DRIVES ENGAGEMENT

Interactive demo sparks curiosity and connection.



BUILDS BRAND LOYALTY

Real experience. Real impact. Loyal customers.



CLEANER SPACES. HAPPIER FACES. 😊

TOGETHER, LET'S SPREAD SMILES ONE SCRUB AT A TIME.

The Scrub Daddy Experience goes beyond cleaning. It creates connections, engagement, and lasting brand love.



STRONGER BRAND AWARENESS

Creates buzz and shareable moments.



REAL PRODUCT CONNECTION

Hands-on interaction builds trust.



COMMUNITY IMPACT

Brings people together through fun.



MEASURABLE RESULTS

Drives engagement and product trial.

“WE DON'T JUST
CLEAN SPACES.
WE CREATE
SMILES.”



THE IMPACT



10K+

People Engaged
at Pop-Up Events



5M+

Social Impressions
Generated



95%

Would Recommend
Scrub Daddy



25%+

Increase in Product
Trial & Sales



LET'S KEEP CLEANING UP THE WORLD—TOGETHER.



REAL CLEAN

Products that work
better and last longer.



REAL FUN

Experiences that bring
joy to everyday tasks.



REAL CONNECTION

Building a community
that spreads positivity.



REAL IMPACT

Making a difference,
one smile at a time.



THANK YOU FOR SPREADING SMILES!



The Scrub Daddy Experience is more than an event—it's a movement. Thank you for being part of our mission to make **cleaner spaces** and **happier faces**, one scrub at a time.



THANK YOU FOR JOINING US!

Your support helps us create real impact in communities.



TOGETHER, WE MAKE A DIFFERENCE.

Every smile we share makes the world a little brighter.



CLEAN TODAY. BETTER TOMORROW.

Let's keep building a cleaner, happier future—together.



SEE YOU AT THE NEXT SCRUB DADDY EVENT!

More smiles, more fun, more memories coming soon!

Keep
Cleaning.
Keep
Smiling.
😊



You scrub.
You smile.
You make a
difference.



Until next time,
keep scrubbing & keep smiling! ❤️

STAY CONNECTED!



@ScrubDaddy | #ScrubDaddySmiles

www.scrubdaddy.com

