



One in a million Campaign



The Morning Fresh “one in a million” campaign celebrated women for their **drops of care** in the home and every other sphere of life.

The month-long campaign was instrumental in making women across different parts of Nigeria feel seen, allowing consumers to nominate a special woman in their lives to be gifted with a pamper box from the brand and visibility for this was driven using the campaign message and influencers.

Limited Edition



352%
growth in
700ml variant



151%
net sales



48%
sales growth



2.4%
Value share
increase