



VEGA



VEGA x 
Official Hair Styling Partner

She's ready to own the game because

#ThePitchIsHers



WHAT

Vega Cosmetics is a leader in the women's cosmetics space. ITW brought Vega Cosmetics into WPL through their partnership with the Royal Challengers Bangalore (RCB) franchise.

OBJECTIVES

To increase brand awareness and sharpen Vega Cosmetics' positioning in the market.



EXECUTION

Vega Cosmetics was the 'Official Styling Partner' for RCB. ITW stitched a product integration activation by created a customized gift hamper of Vega products which was presented to the franchise's Player Of The Match. Vega's focus was its new hair straightening product launched during the WPL 2023.

RESULTS

VEGA got a total of 7.4 hours of brand exposure on Live broadcast (by being present on the Leading Trouser Leg). The campaign across Facebook, Instagram, Twitter and generated over 168 impressions throughout the tournament.