

Company: Beyaz Kağıt San. ve Tic. A.Ş.

Company Description: Beyaz Kağıt was established in 2005 in Adana Organized Industrial Zone. Powder and liquid detergent, softener, liquid soap, general purpose cleaners, anti-limescale cleaners, bleach, liquid and gel dishwashing and cosmetic products are also produced. It has brands such as Asperox, Peros, Clix, Sev. It is a completely Turkish capital company that among the top 250 industrial establishments.

Nomination Category: Marketing Campaign Categories - Industry

Nomination Sub Category: Marketing Campaign of the Year - Home Supplies

Nomination Title: Asperox Sparx

1. Which will you submit for this nomination, a video of up to five (5) minutes in length about the nominated campaign or program, OR written answers to the questions for this category? CHOOSE ONE:

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

3. If you are providing written answers to the questions for this category, you must answer this first question: Specify the date on which this campaign or program was launched:

May 2024

4. If you are providing written answers to the questions for this category, you must answer this second question: Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

Total 157 words used.

The campaign was initiated to launch Asperox Sparx, Turkey's first domestically produced automatic dishwasher capsule, in a category dominated by global giants like Finish and Fairy. Market research revealed a consumer dissatisfaction with existing detergents and a growing habit of adding vinegar, baking soda, or lemon for improved performance. The campaign was designed to position Sparx as a solution that integrates these traditional, natural ingredients directly into its formula.

Challenges included penetrating a mature market with two entrenched global players, and convincing consumers to trust a single-SKU, local innovation. To overcome these, the campaign focused on demonstrating Sparx's high performance, natural ingredient story, and sustainability-driven production.

A new factory, equipped with Industry 5.0 standards and powered by solar energy, was built to produce Sparx—highlighting the brand's long-term commitment. The marketing team leveraged humor, futuristic visuals, and local insight to connect with Turkish households, making Sparx not just a product, but a disruptive movement in dish care.

5. If you are providing written answers to the questions for this category, you must answer this third question: Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

Total 165 words used.

The development of the Sparx campaign began with in-depth consumer interviews that identified unmet needs in dish care. The strategy centered around three pillars: natural power, advanced technology, and local pride.

Creative development embraced a humorous tone and futuristic theme—positioning Sparx as a capsule built for the “new kitchen era.” Three main commercials were created to reflect this narrative.

Media planning spanned TV, outdoor, and digital platforms. On TV, the campaign ran nationally from May to December 2024, achieving 17,863 GRPs and reaching 97% of the target audience at least once, and 96% at least twice. Outdoor placements covered 3,000 poles and 6,000 faces across Istanbul's busiest districts, including large-format branding at Kadıköy Square.

Digital strategy was highly targeted: the YouTube campaign reached 79% of the 25+ audience with a 42% ad completion rate, while Meta campaigns reached 65% of its audience, with recall rates far exceeding industry benchmarks. The campaign was supported by strong SEO, social listening, and performance tracking.

6. If you are providing written answers to the questions for this category, you must answer this fourth question: Outline the activities and concrete results of this campaign or program since the beginning of 2019. Even if your initiative started before 2023, limit your response to activities and results since the beginning of 2023 only (up to 250 words):

Total 134 words used.

Since its May 2024 launch, Sparx has reshaped Turkey's dish care market. With only one SKU, it secured a 23.3% volume market share, surpassing Finish (21.7%) and displacing Fairy (12.5%) from leadership (Nielsen, Feb 2025).

TV campaign (May–Dec 2024):

- 17,863 GRPs
- 97% reach (1+), 96% reach (2+)

Outdoor:

- 3,000 poles rented, 6,000 faces used
- Dominant visibility at Kadıköy Square

Digital:

- 55.5M unique users reached
- 24% Share of Voice (Adreal)
- +11% ad recall on Meta (vs. 3% avg), +9% on YouTube (vs. 5% avg)
- 42% ad completion rate
- 89% positive sentiment (Sprinkler)

Sustainability:

Manufactured in a new solar-powered facility in Adana, built using Industry 5.0 standards.

Behavioral Impact:

Sparx shifted consumer habits by eliminating the need for additives like vinegar or lemon—an unprecedented change in the market.

7. You have the option to reference here any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 86 words used.

All performance claims are supported by third-party data and campaign reports:

- **Nielsen Retail Audit** (Feb 2025): 23.3% market share
- **Meta**: +11% ad recall
- **YouTube/Google**: +9% ad recall, 50% SEO impression share
- **Sprinkler**: 89% positive sentiment
- **Adreal**: 24% category SOV, 55.5M unique digital reach

Visual proof of campaign execution includes three national commercials and images from the outdoor campaign at Kadıköy. Digital metrics and screenshots from social listening tools further validate reach and engagement claims.

All materials referenced are available as supporting documents or attachments.

Attachments/Videos/Links:

[Asperox Sparx](#)

[REDACTED FOR PUBLICATION]



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