

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 - Specialty

Nomination Sub Category: New Product or Service Introduction of the Year

Nomination Title: Asperox Sparx

1. 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:

Launched in May 2024.

2. 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

3. 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.

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 126 words used.

Asperox Sparx was launched in 2024 in response to consumer insights gathered through extensive market research. Consumers expressed dissatisfaction with the performance of existing dishwasher detergents and revealed they often added natural ingredients like vinegar, baking soda, or lemon to enhance cleaning. Sparx was developed to directly address this unmet need. Its formula integrated these very natural ingredients to offer powerful, effective cleaning—even without pre-washing and even on short or eco cycles. This addressed the growing demand for efficient, time- and energy-saving solutions. The product aimed to disrupt a market dominated by global giants by offering a locally manufactured, innovative alternative. Sparx was positioned as the next-generation dishwasher capsule that not only met modern cleaning expectations but also aligned with traditional consumer trust in natural ingredients.

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 137 words used.

The development process began by analyzing consumer pain points and aligning them with Asperox's strong brand equity. Sparx was formulated with natural ingredients and produced at a new facility in Adana, Turkey—designed with Industry 5.0 standards and powered by renewable solar energy.

The communication strategy was multi-channel, high-visibility, and tailored to modern media consumption. The campaign launched in May 2024 and continued through December. The TV campaign generated 17,863 GRPs and reached 97% of the target audience with 1+ frequency. Digital efforts included YouTube and Meta platforms, achieving over 50 million video views. The out-of-home strategy featured high-impact placements, including 3,000 lamp posts (6,000 faces) across Istanbul and branded glass façades in the heavily trafficked Söğütlüçeşme/Kadıköy area. The campaign was supported by performance-based SEO and Google investments to maximize search visibility and efficiency.

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 2023. 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 165 words used.

Since its launch in 2024, Sparx has achieved remarkable success. Within ten months, it reached a 23.3% market share (by pack) and became the leading brand in its category in Turkey, surpassing global players like Fairy (12.5%) and Finish (21.7%), according to Nielsen data (Feb 2025). Notably, this was achieved with just one SKU. Consumers reported excellent cleaning results without the need for additional rinse boosters.

The national TV campaign reached 97% of the target audience. Digital campaigns reached 55.5 million unique users, with a 79% reach on YouTube and 65% on Meta. The video completion rate reached 42%, nearly double the industry average. Ad recall hit 9% on YouTube and 11% on Meta. Social listening via Sprinkler revealed an 89% positive sentiment rate. SEO and Google campaigns delivered a 50% impression share, achieving an 85% efficiency advantage in unit costs. The campaign successfully shifted consumer behavior in dishwasher use and established a strong brand presence in a highly competitive 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 106 words used.

All performance data cited are supported by official sources. Nielsen Retail Audit data (Feb 2025) confirms Sparx's 23.3% volume share by pack, making it the market leader.

Meta campaign reports demonstrate 11% ad recall, while YouTube results show 9% recall. Social listening via Sprinkler validates a 89% positive comment rate. Adreal digital reporting verifies 55.5 million unique user reach and a 24% share of voice in the category. Google campaign data shows Sparx reached a 50% impression share and achieved an 85% efficiency advantage in cost per unit. Additionally, three campaign videos support these claims, visually demonstrating the brand's impact and resonance with consumers.

Attachments/Videos/Links:

[Asperox Sparx](#)



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