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# Reckitt UK Launches 'Living And Breathing' Hay Fever Campaign For Optrex

by [David Ridley](#)

Reckitt launches striking and adaptable summer UK marketing campaign for hay fever remedy Optrex Actimist spray.

To coincide with the beginning of the 2021 hay fever season, Reckitt UK is launching a striking new advertising campaign for its Optrex ActiMist spray.

Created by agency Havas London, Reckitt said its Open Your Eyes to Spring campaign dramatizes the symptoms of hay fever through an arresting caricatured series of eyes – watery, itchy, puffy and bloodshot – illustrated by director Adam Bolt via production company UNIT9 and brought to life by make-up artist and body painter Claire Dimopoulou.

Background scenes are similarly painted and static – until the sufferers alleviate some of their discomfort with Optrex ActiMist, causing their “freakish painted eyes” to fade away and scenes to spring to life as real footage.

[Click here to explore this interactive content online](#) ✎

The campaign, which will run across a range of digital and social platforms through summer, has been designed with “highly targeted and contextual adaptation at its heart,” Reckitt explained.

Working in partnership with creative management platform Ad-Lib.io, Reckitt said it can, with the aid of Havas, “quickly adapt assets, copy, targeting and placement depending on a number of potential variables, including pollen count and weather, or to reflect news, cultural events or trending topics.”

“As the UK re-opens – still, largely, outside – post-lockdown, hay fever has the potential to put a

real dampener on what should be an exciting time for millions of Britons,” commented Reckitt’s Optrex assistant brand manager Andrew Jamieson.

“These graphic representations of common symptoms will, unfortunately, immediately resonate with sufferers – but in the Optrex ActiMist spray there can be fast and effective itchy eye relief,” he added.

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