

Branded Cloth Collection Bins Designs - with partners Unilever logo, Lions International logo, Lions Club of GNCL logo and Cleanamatic (laundry service) logo



Branded Cloth Store Design - with partners Unilever logo, Lions International logo, Lions Club of GNCL logo and Cleanamatic (laundry service) logo



Publicity and Promotional Campaigns

The collection was publicly announced during the month of December 2024.

- a. Media promotions via Sun FM radio channel
- b. Social media campaigns –
 - i. Unilever (Comfort Sri Lanka) official facebook page
 - ii. Lions Club of Gothatuwa New Century Leo official Facebook page
 - iii. Lions Club of Gothatuwa New Century Leo official Instagram page
- c. Banners displayed at select locations and supermarkets
- d. Mobile collections from apartment complexes
- e. Dedicated collection bins at selected locations and supermarkets
- f. A partnership with 'PickMe' app to transport collected clothes free of charge.
- g. WhatsApp campaigns through groups known to Unilever staff and Lions Clubs members

a. Media promotions via 'Sun FM' radio channel



Commercial Script 01

Have pre-loved clothes you no longer use?
 Join Comfort's **Gift of Comfort** and give your clothes a second life! Your donations will bring warmth and smiles to those in need.

Visit Comfort Sri Lanka's Facebook page to know the drop-off locations.

Together, let's make a difference—because every piece matters!
 Partnered With
 Lions Club of Gothatuwa New Century Leo,
 Lions International - District 306C1
 And
 Cleanamatic Laundry Care.

Comfort fabric Conditioner - New look for longer

Commercial Script 02

This season of giving

Gift of Comfort

Donate your Pre-loved clothes and bring smiles to those in need

Every piece matters ❤️

"Gift of Comfort" is a heartfelt initiative by Comfort aimed at collecting pre-loved clothes to support those in need.

Guided by our brand purpose, 'long-lived clothes,' this program gives second life to garments by cleaning and preparing them for distribution to less fortunate communities.

Drop off your gently used clothes at:

Surapathi Super in Katunayaka, Prisca Super in Kiribathgoda, and 7 Super in Horana.

Or visit Arpico outlets in Dehiwala, Battaramulla, Hyde Park, and Wattala.

Partnered With

Lions Club of Gothatuwa New Century Leo,

Lions International - District 306C1

And

Cleanamatic Laundry Care.

It's more than just a clothes drive—it's about spreading warmth, care, and sustainability by reducing waste and fostering a spirit of giving.

b. Social Media Campaigns

Facebook pages of Unilever (Comfort Sri Lanka)



Links

- <https://www.facebook.com/share/p/16QnKzC7cB/?>
- <https://www.facebook.com/share/p/16MSbQUN5i/?>
- <https://www.facebook.com/share/p/16HagQ6ezk/?>

Lions Club of Gothatuwa New Century Leo official Facebook and Instagram pages



Links

- <https://www.facebook.com/share/p/19LzWRiyR/?>
- <https://www.facebook.com/share/p/1NG9eGixUm/?>
- <https://www.facebook.com/share/p/16MSbQUN5i/?>

After Project Video published on Social Media

- <https://www.facebook.com/share/v/16UTTgqKtr/?mibextid=wwXlfr>