



The design on the mat is based on traditional geometric motifs used in Islamic art and includes the phrase: "The decision to maintain this distance is one of safety," written in Urdu calligraphy. | Photo source [Impact BBDO](#)

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PRAYER MAT HELPS MOSQUE-GOERS SOCIALLY DISTANCE



HEALTH & WELLBEING

The mats are around 180 cm wide to keep worshippers farther apart and are made of sustainable, “non-tearable” paper

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Takeaway:

Dettol plans to make the mat available in Egypt, India, and other countries with large Muslim populations. The hope is that the mats will help influence behaviour by making it easier for

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engage in Covid-safe worship practices. This is especially important as Pakistan still has high infection rates. The mats will also help Dettol to build brand awareness through social media activism. As Rez pointed out, “Success for this campaign would be what Dettol is trying to achieve as a larger goal: to help build a healthier, safer, and cleaner Pakistan.”