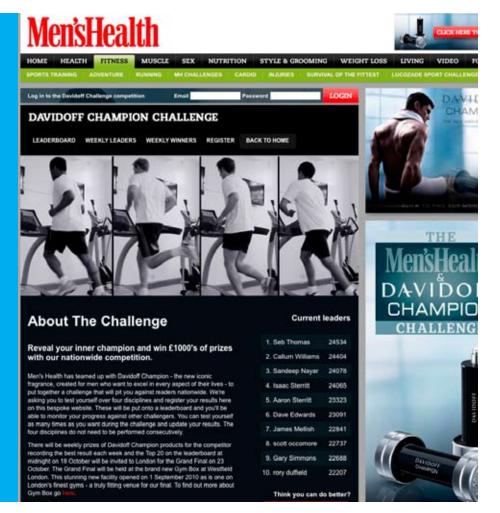
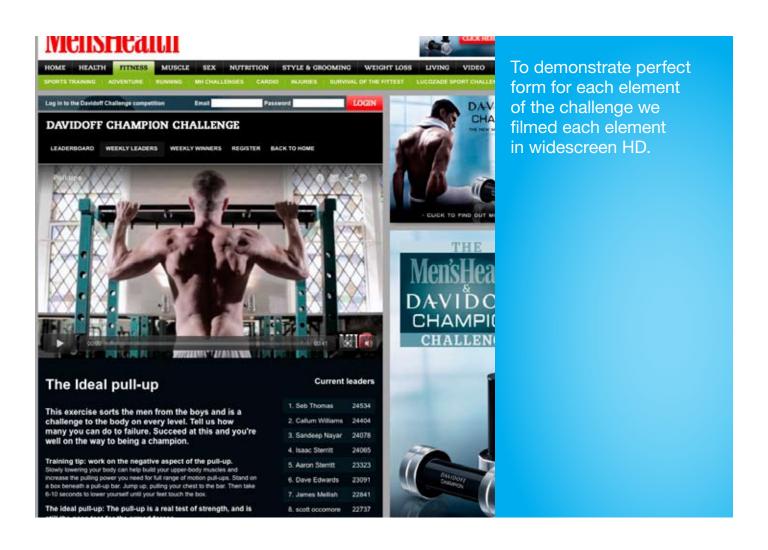
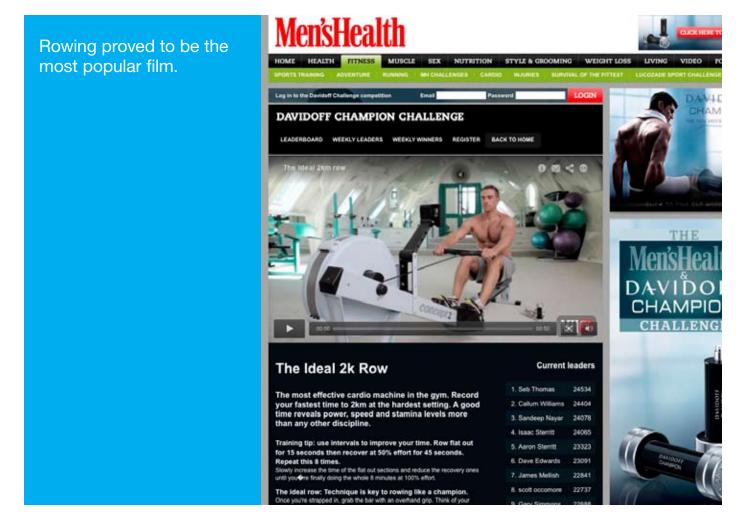
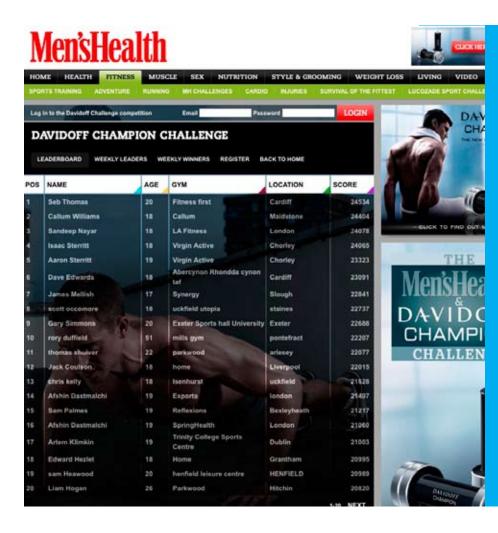


The Men's Health & Davidoff Champion Challenge was conceived to help launch a major new fragrance from Coty Prestige – Davidoff Champion. We aligned the fragrance with a highly credible physical challenge to ensure readers responded positively to the launch of this major new scent.









A leaderboard (sortable and searchable) was used to show how well readers were performing. Weekly prizes were offered. The top 16 at the end of the challenge attended a Grand Final at Gymbox Westfield.

As well as information on the fragrance direct links to retailers were offered as well.

