

**Product given=happydentwhite**

**Current strategy=**

- teeth producing light on the street and ceiling hanging
- display of the glorious and luxurious side of India which involves royal places and princes and the lives they lead.
- 12 pieces in 10rs

**New strategy=**

- We can make a new add with the strategy of focusing on the freshness with the white teeth
- And different flavours like- mango, lichi, strawberry, apple and many more.
- The story line will be a girl meeting a boy in metro and they both get attracted and then they sit close next to each other and then they pick up the happydent from their pocket side by side and then they chew it and the freshness and whiteness attracted them more and then they hold each other's hand and get off the metro.
- The end

**Another strategy=**

We can make an add where a pregnant lady chews happydent before the delivery and then after the delivery when baby smiles he/she was smiling with brightness of the teeth happened because of the happydent

OR

In the above strategy we can change that after delivery of baby they distribute the happydent white except the ladoos and everyone's teeth were brightening and the whole room was fragrant with the flavour of the happydent.