



Making India Brush Twice a Day

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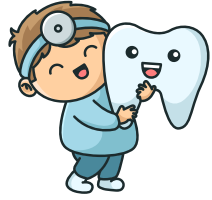
Sohid Ture

#GetSetSmile

The key barriers to brushing twice through first-hand research

Primary Research

Dentist Interviews



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Experts Take

- **Less frequent visits** to dentist unless facing a major issue like severe gum bleeding, toothaches, etc.
- Sometimes patients are convinced of benefits, but **don't consistently follow**
- **1350 to 1500 ppm Floride** in toothpaste effective **Saliva**
- **Natural defence** against bacteria
- Less Saliva produced at night leads to bacteria attacking enamel
- **Result** --> Whole night to damage teeth

Myths

- **Double brushing** causes **loss of enamel**
- **Weakening** of teeth

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Customer Interviews

"Includes parents, children and teenagers"



- I haven't brushed at night since my childhood and I haven't faced any problem
- My dentist never focused on it
- Parents don't brush and never asked us to

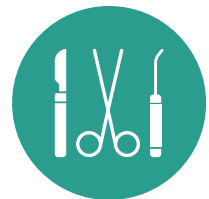
- Too comfortable in bed, don't want to get up
- I am too tired by the end of the day
- I used to brush twice a day when I had braces since it is recommended by dentists



Secondary Research

Financial costs incurred due to poor oral health

Periodontal Disease



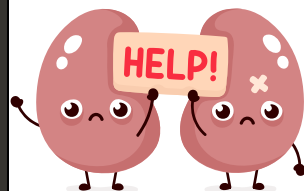
Surgery

Rs. 6000 - Rs. 8000



Medications

Rs. 500 - Rs. 1500



4.5 X

more prone to chronic kidney diseases

Extreme cases can lead to oral, gastric, pancreatic, and oesophageal cancer - **24% increased risk of developing cancer** compared to participants with mild or no periodontitis

95%

Indian adults who brush once a day have severe oral health problems (cavity formation risk)

66%

Children in India face oral health problems and are at risk of developing cavities

Bacteria



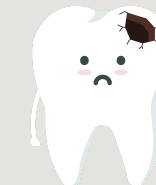
Sugar



Time



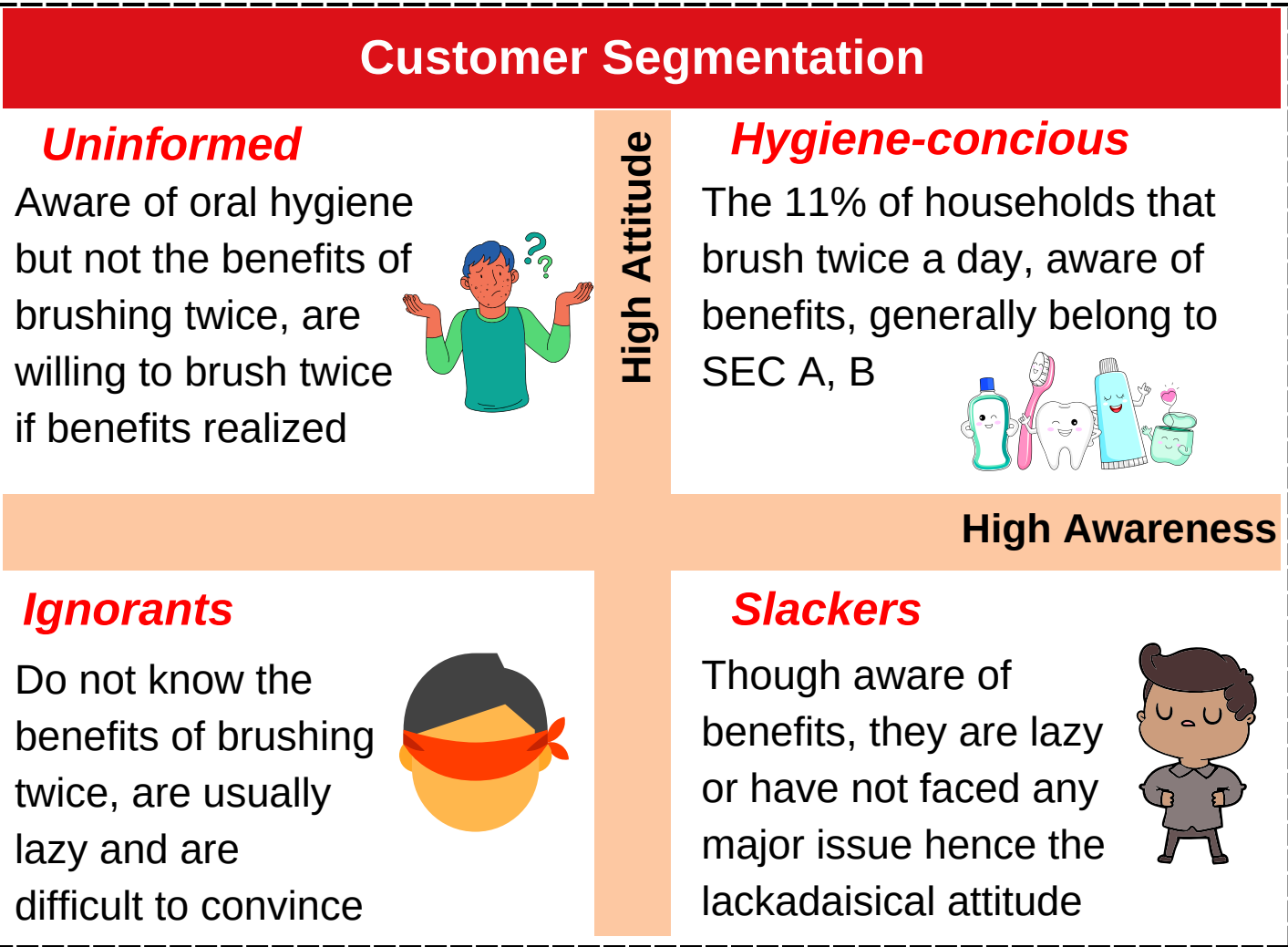
Tooth Decay



Key Insights

- **Habit development** is easier in **childhood** but children learn by seeing their parents, hence necessary to involve them in communication
- **Overall awareness** of oral hygiene and health is **low in India**, with over **90% adults** and **66% kids** facing cavity risk
- Tooth decay is a combination of factors: **Bacteria + Sugar + Time** and **aggravates at night**
- **Medical bills** for surgery are **high** and poor health in kids observed in families not brushing twice a day

Segmentation, Targetting, Positioning & Gap Analysis



Our Big Idea: *Aapke smile ki suraksha ab aapke haatho me..!!*

Factors central to the communication for behavior change



Make brushing at night **fun for kids** (5-15 years)



Habits cannot be forced - **parents need to come into the loop**



Benefits of brushing twice

- **Reduce tooth decay**
- **Healthy life**



Costs incurred (**financial and non-financial**) due to improper oral health



Two focus areas to bring in behaviour change:

- 1 Awareness
- 2 External Stimuli

Awareness

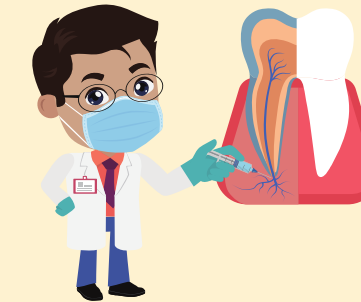
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A kid in the dentist's office



Parents ask why such a problem again when he brushes diligently



Dentist explaining how bacteria are powerful at night



The family adopts night brushing together

Content and Flow for Advertisement

Rationale



- Simple, to the point
- Covers all aspects of central communication
- Suggested by dentist can build trust factor

ATL Reach

- TV advertisements & Billboards
- Newspaper advertisements (**freebie distribution/QR code scanner**)
- Embedded mkting in kids' cartoons

Advertisement Campaigns

TTL Reach

- Influencer marketing by mom influencer, kids influencer
- Campaign ads   

BTL Reach

- Custom-designed Retail POP for supermkts (given the TG)
- **Sponsored school event***
- **Mall booth awareness program***

School Event*

Why?

- Easiest to build habits in children

What?

- Conduct awareness program (night brushing) through engaging activities



How?

- Colgate crew will visit schools
- Promotion of event in media
- Sponsor scholarship based on quiz results

Mall booths*

Why?

- Flooded with TG (parents with kids for shopping)

What?

- Undertake an awareness program on oral health (night brushing) through simple pop quizzes, flyer distribution



How?

- Colgate crew in mall booths
- Promotion of event
- Gift hampers for winners

Marketing Strategy for Innovative Product Introduction

2

External Stimuli - Product Introduction and Packaging changes

Product

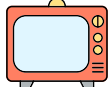






New Night Glowing Toothpaste for kids

Promotion

Marketing campaign name: **"The glow at night, helps you fight"**

Channels:

ATL -  depicting excited kid brushing at night, 

BTL - Targeted advertisements on   

Placement in Modern Trade - Eye level of children

Influencer Marketing - Pool in mom influencers to showcase their kids using the product

Place

- **General and Modern trade** outlets in **Tier 1,2** cities
- Special **Retail POP** for selling the product
- **E-commerce** - **Bundling** with kids' toothbrushes, and other toothpaste used by family

Pricing

Competitive pricing

- Trial packs 50 gms for Rs. 60-70
- Monthly pack 100 gms/140 gms for Rs. 120-150

Rationale - External stimulus will encourage kids to follow nighttime brushing habits and glowing toothpaste adds the fun factor

Product








2 in 1 Combo Pack For families that brush together; different packaging for day and night paste

Promotion

Under campaign, **"Aapke smile ki Suraksha ab aapke haatho me..!!"**

Channels:

ATL -  depicting family brushing at night, 

BTL - Targeted advertisements on   

Influencer Marketing - Pool in influencer dentists, family pages, and nutrition pages to talk about brushing twice daily

Place

- **General and Modern Trade** outlets in **Tier 1,2,3** cities
- Focus on traditional offline channels with special **Retail POP**
- **E-commerce** - **SEO optimization** for quick commerce and other platforms

Pricing

Maximum selling existing Colgate product can be bundled here in pack of 2

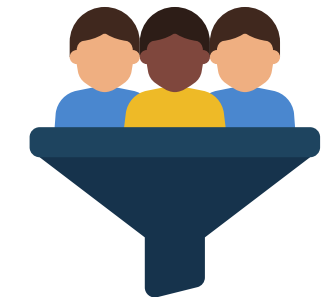
- 200gm*2 pack - pricing depending on product packed

Rationale - Easiest way to build habits for a family is to keep separate toothpaste for day and night at the start; while creating awareness for the same

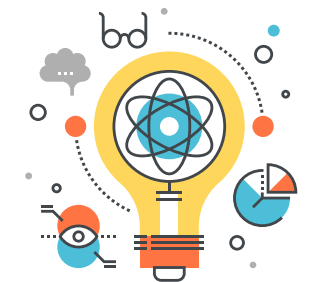
Bottlenecks



Initial Resistance as night brushing is not a common norm



Initially cust. acquisition cost is higher but CP will have 1st mover advantage



Product development will need time and R&D

Financial Analysis

Impact - Effort Matrix

Campaign	Impact	Effort	Marketing Cost (INR Mn)
Ad campaign - Aapke smile ki Suraksha ab aapke haatho mei!!	★★★★	👊👊👊	122.8
Ad campaign - The glow at night, helps you fight!	★★★★	👊👊👊	131.5
Social Media Campaign	★★	👊👊	6.00
Embedded Marketing	★★★	👊👊	50.00
BTL - Booth promotion	★★	👊👊👊	10.00
School/Institutional Awareness Drives	★★	👊👊	4.7
Print Ad + Freebie distribution	★★	👊	15.00
Retail POP recommendation	★★★	👊👊	50.5
Localized Ads	★★★	👊👊	2.30

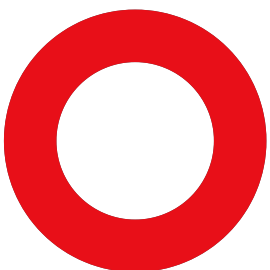
Financial Analysis

Data Given - Avg selling price: INR 371/ton
Assumption: Avg Selling price = **INR 600/kg** from secondary research

Addressable Market

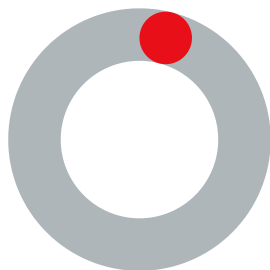
TAM

312 Mn HH
(Total)



SAM

21 Mn HH
(Case Data)

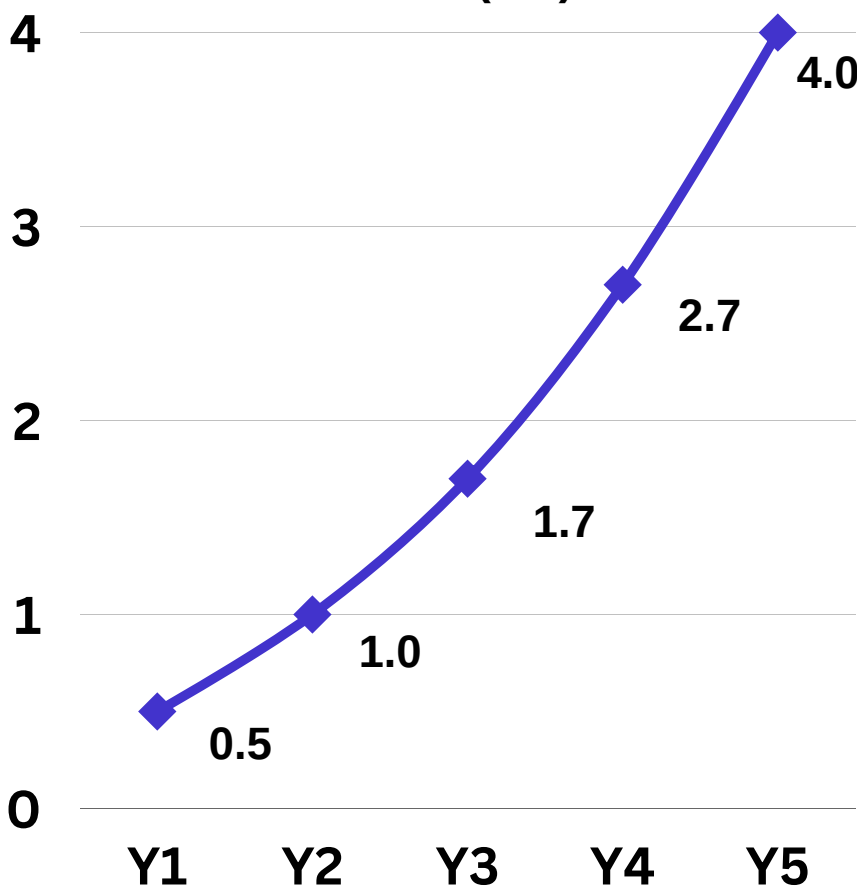


SOM

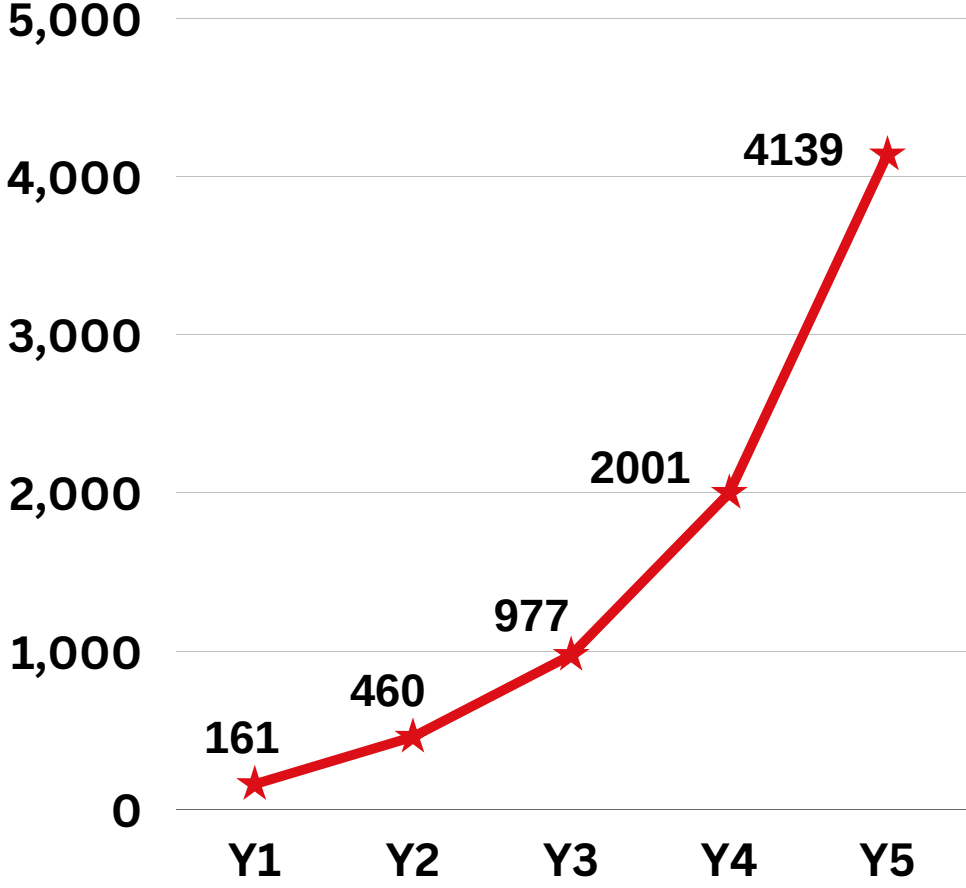
4.5 Mn HH
(Estimates)



Projected penetration level in HHs (mn)



Projected revenue (INR mn)



***Aapke smile ki suraksha ab
aapke haatho me..!!***

Thank You..!!



#GetSetSmile