



Making India Brush Twice a Day

Team 07
IIM Kozhikode







#GetSetSmile

The key barriers to brushing twice through first-hand research

Dentist Interviews





Myths

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

Experts Take

- Less frequent visits to dentist unless facing a major issue like bleeding. severe gum 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



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



Financial costs incurred due to poor oral health

Periodontal Disease



Rs. 6000 - Rs. 8000



Medications Rs. 500 - Rs. 1500 95%

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



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

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

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





Time











Tooth Decay





Surgery

more prone to chronic kidney diseases

risk#:~:text=The%20research%20team%20found%20a,in%20risk%20was%2028%20percent

Segmentation, Targetting, Positioning & Gap Analysis

Customer Segmentation

Uninformed

Aware of oral hygiene but not the benefits of brushing twice, are willing to brush twice if benefits realized



Hygiene-concious

The 11% of households that brush twice a day, aware of benefits, generally belong to SEC A, B

High Awareness

Ignorants

Do not know the benefits of brushing twice, are usually lazy and are difficult to convince



Slackers

Though aware of benefits, they are lazy or have not faced any major issue hence the lackadaisical attitude



Targetting

Over five years, the following segments will be targetted in the given order

1. Uninformed

- Easier to convert; high on attitude so behaviour building is easy
- Focus the first year on converting this segment

2. Slackers

- Provide an **external stimulus** to this segment to develop an attitude change
- E.g. New product introduction

3. Ignorants

• Require both benefit realization and attitude change, **difficult target** hence kept at last

Positioning Statement

For <u>uninformed and slacker</u>

<u>kids and their parents</u>, **Colgate** will be the <u>first</u>

<u>responsible brand</u> that is

<u>building the nation's habit</u> of

brushing twice a day to

<u>prevent diseases and build a</u>

<u>healthy India</u> through **narration and dedicated product** so that there is no

barrier to their smile.

Model reference rationale

We have used a combination of psychographic, behavioral, and demographic segmentation and used the Theory of Reasoned Action to identify points where the intention-action gap can be bridged.

Current State

Facts

I do what my parents ask me to do

I have always been brushing once a day

Problems

I get pain while eating my yummy foods

I have constant gum bleeding, weakening in teeth, but I don't see it as major issue

Impact

I had to visit the dentist a couple of times which is painful

Have incurred heavy medical bills a couple of times

Root cause

I brush once in the morning as parents say, too lazy to brush at night

Too lazy to brush at night, I don't see a lot of benefits

Emotion

I feel sad and I don't like the pain

I feel less confident in social settings

Future stage

I want to eat whatever I can without worrying about the pain

I want to focus on my oral health so that I don't have to incur heavy bills

Future State

Recommendation

Colgate led campaign encouraging parents to educate
their children on night brushing,
new fun product introduction

Colgate-led campaign - create behavioural change through awareness of the benefits of brushing twice and costs saved



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:







Rationale

central communication

• Suggested by dentist

can build trust factor

• Simple, to the point

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

Mall booths*

ATL Reach

- · Covers all aspects of • TV advertisements & Billboards
 - Newspaper advertisements (freebie distribution/QR code scanner)
 - Embedded mkting in kids' cartoons

TTL Reach

Advertisement Campaigns

- 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*

Why?

Event*

School

Awareness

 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

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



External Stimuli - Product Introduction and Packaging changes

Promotion

Product

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

ATL -

0000

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. 120150

New Night Glowing Toothpaste for kids

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

Product

Colgate 2 VALUE PACK Regular Colgate 100% Night Pack

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

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

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



Financial Analysis

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

Financial Analysis

Data Given - Avg selling price: INR 371/ton

Assumption: Avg Selling price = INR 600/kg from secondary research

Addresable Market

TAM

312 Mn HH (Total)



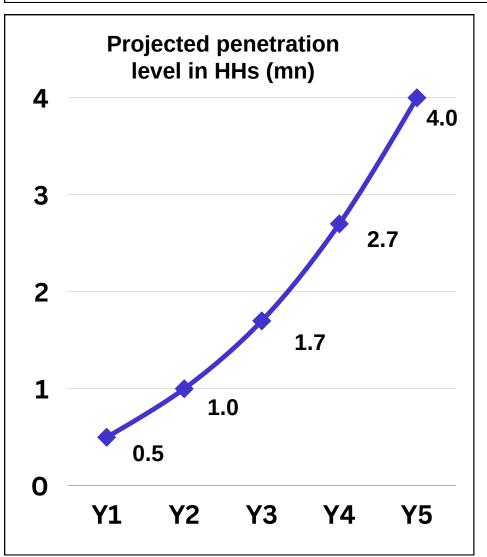
21 Mn HH (Case Data)

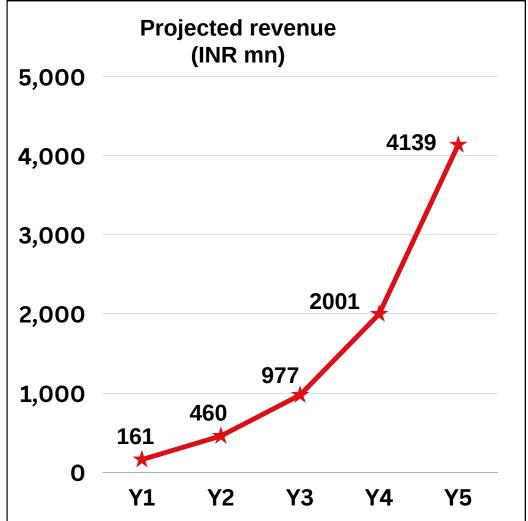


SOM

4.5 Mn HH (Estimates)











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

Thank You..!!

