

1) Awareness

ATL (Above-the-line) Marketing:

Utilize television, radio, and print advertisements to **reach a broad audience and raise awareness** about the importance of toothbrush replacement for better oral health. Create **catchy slogans and visuals** that emphasize the benefits of regular toothbrush changes, such as healthier gums, fresher breath, and a brighter smile.



BTL (Below-the-line) Marketing:

Engage in **targeted marketing campaigns** to reach specific consumer segments. Partner with dentists and dental hygienists to distribute educational materials and conduct in-store promotions at pharmacies and grocery stores. Utilize **influencer marketing** to collaborate with popular social media personalities to spread the message about toothbrush replacement in a relatable and engaging manner.



TTL (Through-the-line) Marketing:

Create a cohesive brand experience across all marketing channels, including ATL, BTL, and digital marketing. Use a **consistent brand voice, messaging, and visual identity** to reinforce the importance of toothbrush replacement and make it a memorable part of consumers' daily lives.



PRIMARY RESEARCH WITH 160 PARTICIPANTS

COLEGATE CUSTOMERS



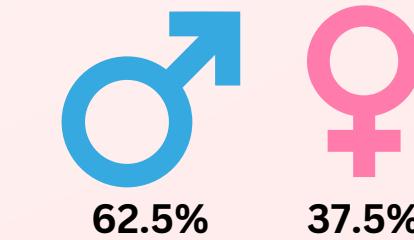
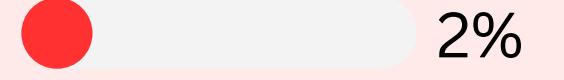
CHANGE BRUSH AFTER 4 MONTHS



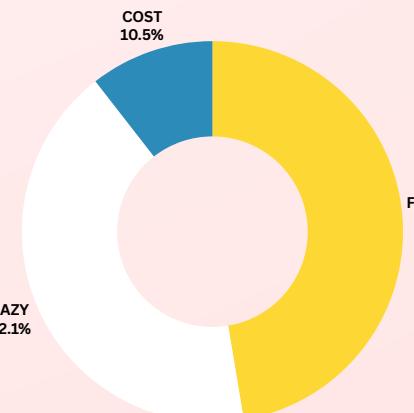
INTERESTED IN SM CHALLENGE



AWARE ABOUT SMILE CLUB



WHY THEY DONT CHANGE IT IN TIME



2) Stimulus

Social Media Challenges:

Organize engaging social media challenges and contests to encourage participation and generate buzz around toothbrush replacement. Similar to the "**SmileOutLoud Challenge**" and "**BringOnTheFreshnessChallenge**," these campaigns can involve fun activities, creative content creation, and attractive prizes to incentivize participation.

Gamification:

Incorporate gamification elements into the Colgate Smile Club app to make **toothbrush replacement a more interactive and rewarding experience**. Award points for each toothbrush purchase and replacement, and introduce leaderboards to encourage friendly competition. Offer exclusive rewards and discounts based on accumulated points, further **motivating users to maintain healthy brushing habits**.

Partnerships:

Collaborate with popular brands and organizations to **cross-promote toothbrush replacement** and expand reach. Partner with health and wellness influencers, fitness centers, and schools to spread the message about oral hygiene and the importance of regular toothbrush changes.

Ad Campaign idea



3) Commitment

Smile Club :

Develop a **user-friendly Colgate Smile Club app** that serves as a central hub for toothbrush replacement reminders, rewards, and exclusive offers. Allow users to **easily register their unique toothbrush number**, track their replacement schedule, and receive personalized notifications when it's time to replace their toothbrush.

Personalized Rewards and Incentives:

Implement a **tiered reward system** based on consistent toothbrush replacement. Offer increasing discounts and exclusive deals for each **successive replacement within the recommended three-month period**. This incentivizes users to maintain healthy brushing habits and reinforces the importance of regular toothbrush changes.

Seamless Redemption:

Enable **seamless redemption of rewards and discounts** across multiple channels, including online shopping, convenience stores, and participating retail outlets. Provide clear instructions and make the redemption process as convenient as **possible to encourage users to take advantage of the rewards**.

Positive Emotional Association:

Healthy Habits Campaign: Position toothbrush replacement as a key component of a healthy lifestyle. Create a **campaign that highlights the positive emotional and physical benefits** of maintaining good oral hygiene. Associate toothbrush replacement with feeling confident, energetic, and in control of one's health.





Making Indians Replace Their Toothbrush More Often for Better Oral health

Team - The Colgate Commandos



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