

CREATIVE BRIEF

CLIENT: PROCTOR AND GAMBLE

PRODUCT: CREST TOOTHPASTE CAVITY PROTECTION

OBJECTIVE STATEMENT: Crest Toothpaste Cavity Protection toothpaste promotes whiter and healthier teeth.

TARGET AUDIENCE: Lower economically status commuters and pedestrians.

COMPETITORS:

- . Colgate Toothpaste
- . Aim Toothpaste
- . Close Up Toothpaste

BENEFITS:

- . Removes food stains
- . Removes drink stains
- . Cavity protection

ATTRIBUTES:

- . Comes in Cool Mint Gel or Regular Paste
- . Promotes whiter and healthier teeth
- . Received the American Dental Association Seal of Protection against Acid Erosion.

USER PERSONA

DEMOGRAPHICS

NAME AND AGE: **Johnny James, 20**
GENDER: **Male**
EDUCATION: **Sophmore F/T**
EMPLOYMENT:
Whole Foods Cashier
INCOME:
\$540.00 wk
LOCATION:
Union, NJ

PERSONAL INFORMATION

GOALS:
To become a chemist
INTEREST:
Science and socializing at cultural events
PAIN POINT:
Insecure about looks
SOURCES OF INFORMATION:
Instagram
Youtube
Men's Health Magazines
Science Magazines

