



COMMUNICATION BRIEF

Good dental hygiene starts at a very young age through effective parenting and Colgate's quality toothbrushes. Colgate has been a household staple for generations and has helped shape the smiles of millions throughout the years with various products. Something that needs to be pushed however is the Colgate Kids brand, which is robust with a dedicated line up of toothbrushes for children ages 0-12.

These toothbrushes are unique compared to competitors for a number of reasons. Consumers have a choice of getting standard or battery powered toothbrushes for their children. Battery-powered variants may engage children more, in addition to clean their teeth more thoroughly. Flat shapes allow children to place their toothbrushes on the sink counter and apply toothpaste soundly. Grips are also on all toothbrushes to minimize slipping, maximize grip, and improve overall comfort for children's small hands. Multi-sized gentle bristles are designed to reach as many hard to reach places as possible while providing comfort and fighting away plaque and other unwanted germs.

Toothbrushes are divided into 4 age ranges, which include: 0-2, 2-5, 5-8, and 8-12. These are our ideal audience in addition to the children's parents who may be watching TV with them or supervising their online activities. A fun and lively multichannel campaign would achieve amazing results. Television is a great place to start, namely with primetime children's programming. Early mornings while children eat breakfast, and Saturday morning cartoons are ideal slots for airing the ads on TV. Evening weekend programming is also ideal, especially as this may be the most probable time that parents would be spending time with their children in the living room or bedroom. The Internet is also a crucial place to target. Many sites host games and other educational activities for children, which are a perfect to attract their attention while they are at the screen alongside a parent. This ensures that both experience and receive the message.



30 Second Spot: Be a Hero!

Child [boy or girl; is the hero, has to get into bed with a clean mouth to complete his journey, toothbrush is the tool that aids him.

[Child's mouth super close-up, as if it is its own world, POV of being shrunk inside a mouth]

[Gorilla-like germs punching away at teeth]

Germ: AHAHA!!! This'll make an awesome home!!!

[Child runs into bathroom after toothache and spots toothbrush standing on counter, illuminated from behind by a night-light]

Toothbrush: Right here kiddo! Don't go to sleep without having defeated those bad germs! Together we can stop them!

[Child takes toothbrush with toothpaste and we are transported into his close-up mouth world again]

[The bad germs see the brush coming. Some fall to his power, and some grab hold of the teeth as the brush passes over them. The big bad germ grabs the brush after it reaches it, cleansing away some of the more fragile germs.]

Big Germ: "Ha!!! You can't get rid of me so easily!"

[Child turns on battery-powered switch that makes toothbrush bristles rotate]

Toothbrush: "With all these bristles spinning so fast, you and your gang of cavity causing fiends stand no chance against the power of fresh breath and cleanliness!"

[Germ starts eroding away yelling "NO!!!" and child finishes brushing his teeth. He smiles in the mirror]

Child: "Ah, much better! Thanks a lot Mr. Toothbrush!"

[Toothbrush nods, child runs back into bed]

Outro:

Toothbrush: Be a Hero. Keep your teeth healthy and safe with Colgate Kids Toothbrushes!