

closeup[®]

Integrated Communication Brief

24.03.2014

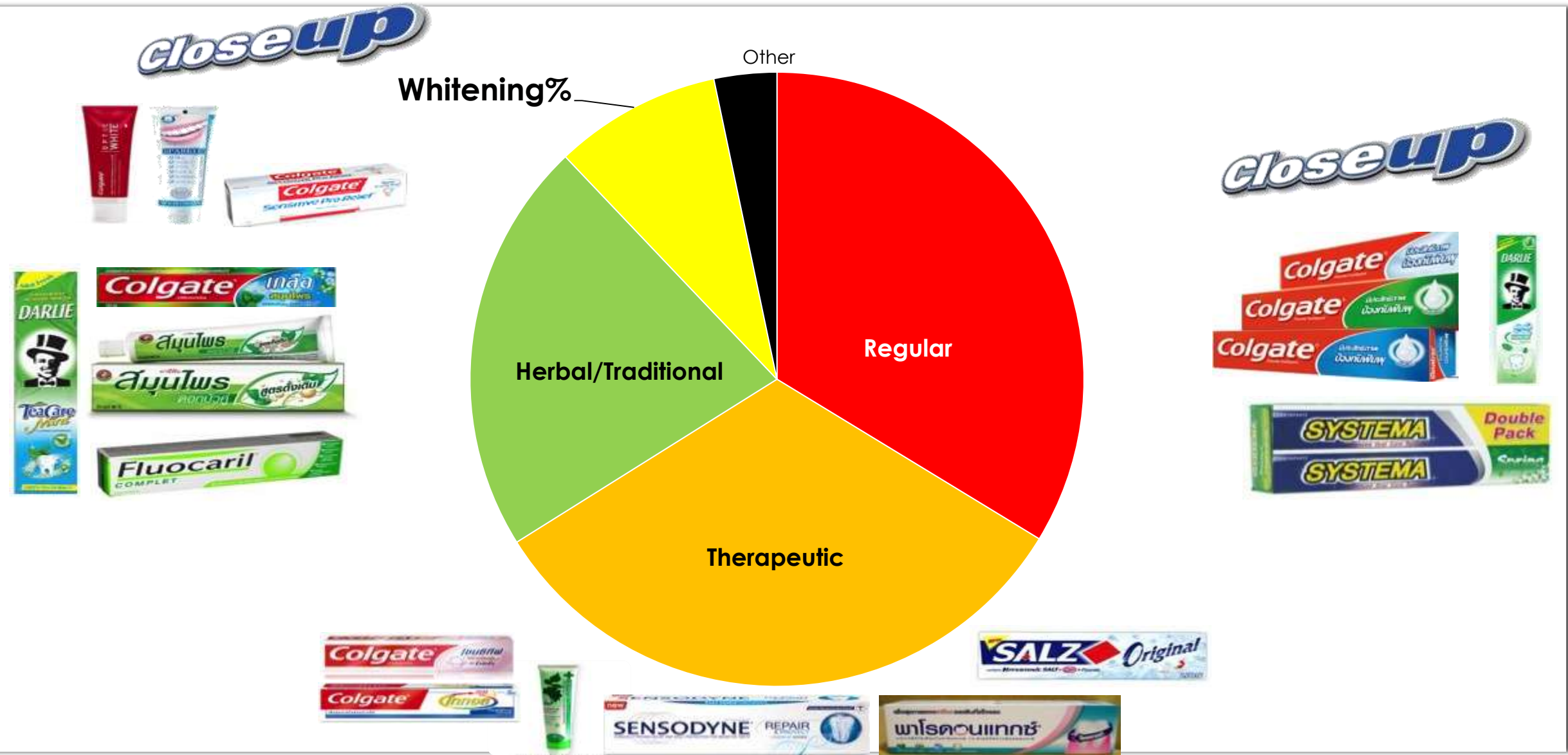
AGENDA:

1. MARKET BACKGROUND
2. BRAND BACKGROUND
3. CLOSEUP BRAND ACTIVITIES
4. DELIVERABLE

TOOTHPASTE MARKET

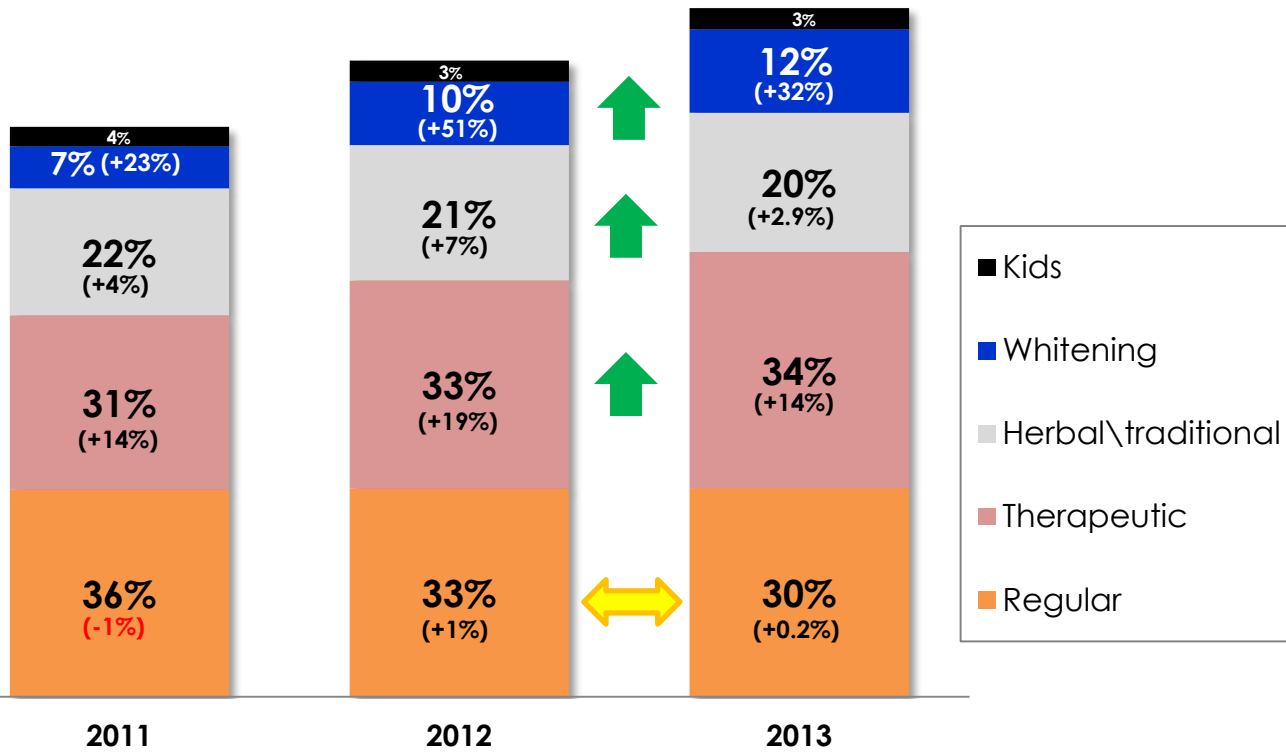


5 KEY SEGMENTS IN TOOTHPASTE MARKET

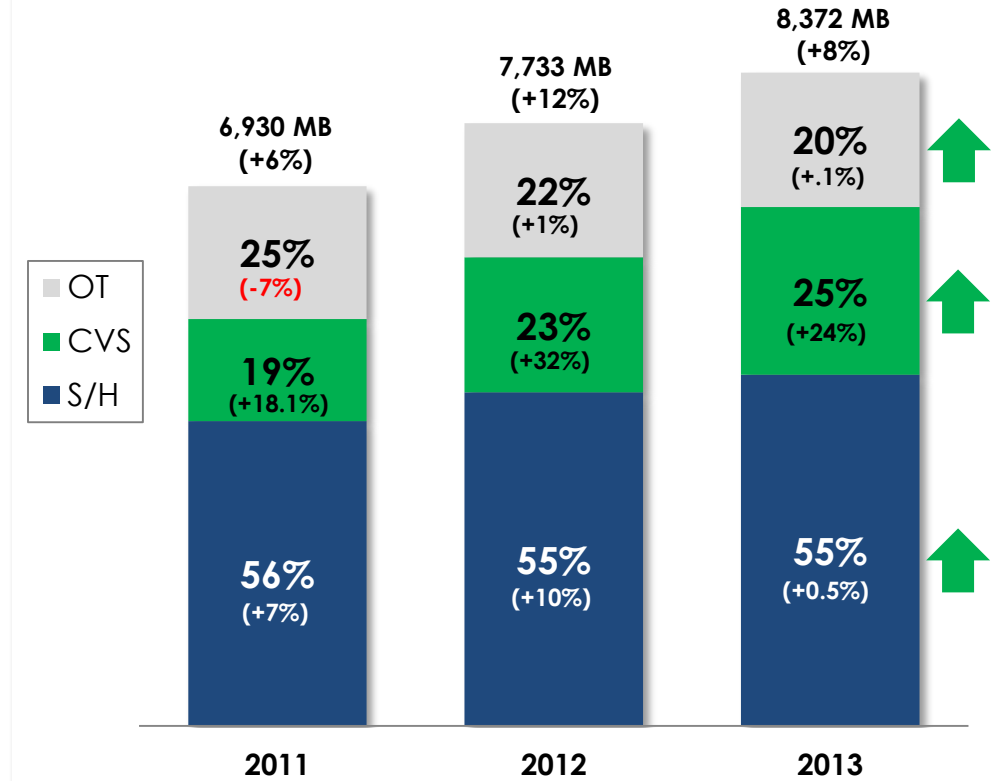


DENTAL GROWTH IS DRIVEN BY SHPHP & CVS AND SHIFTED TO PREMIUMIZATION FROM THERAPEUTIC & WHITENING PROMISING GROWTH

Segment Contribution & Growth



Channel Contribution & Growth



Source: Market Value by Channel & Segment, Retail Index, Dental Y11-Y13

CLOSEUP PLAY IN 2 SEGMENT WHICH IS **ECONOMY & PREMIUM PRICE TIER**



BRAND MARKET

closeup

The Opportunity

The People We Serve - Insight



We thrive when we are close to others, but self-doubt sometimes keeps us at a distance.



RE-SHAPING THE BRAND & PRODUCT



Menthol Chill



Milk Calcium



Crystal Frost

RE-SHAPING THE BRAND & PRODUCT



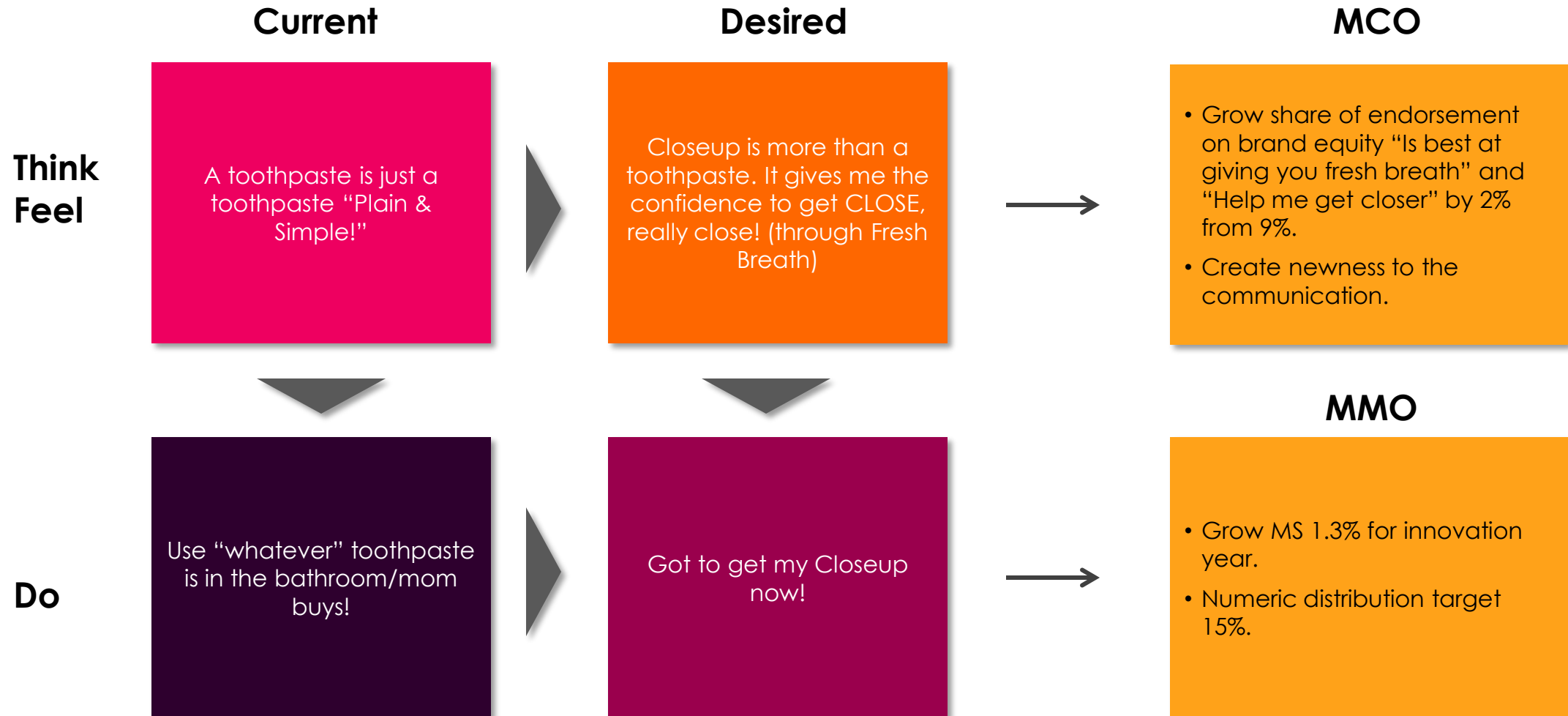
Deep Action Menthol Fresh (Green pack): 4 SKUs



Deep Action Red Hot (Red pack): 4 SKUs

CloseUp new formula has mouthwash with active zinc to clean the deepest part of your mouth and penetrate to remove germs that cause of bad breath, giving the freshest breath for the longest hours.

CAPTURE YOUNG ADULT, 18-24 TARGET TO BUY CLOSEUP THROUGH NEW CLOSEUP EMOTIONAL ENGAGEMENT BRAND



The Opportunity

JTBD

Disrupt current behavior of young independent adults (18-24 years) who currently share the toothpaste used by their families so they make a conscious decision to switch to new Closeup Deep Action.

MMO: Brand Penetration*

MCO: Increase differentiation on “Fresher breath” and “Confidence to get close” by +3.



Engages People with our Brand

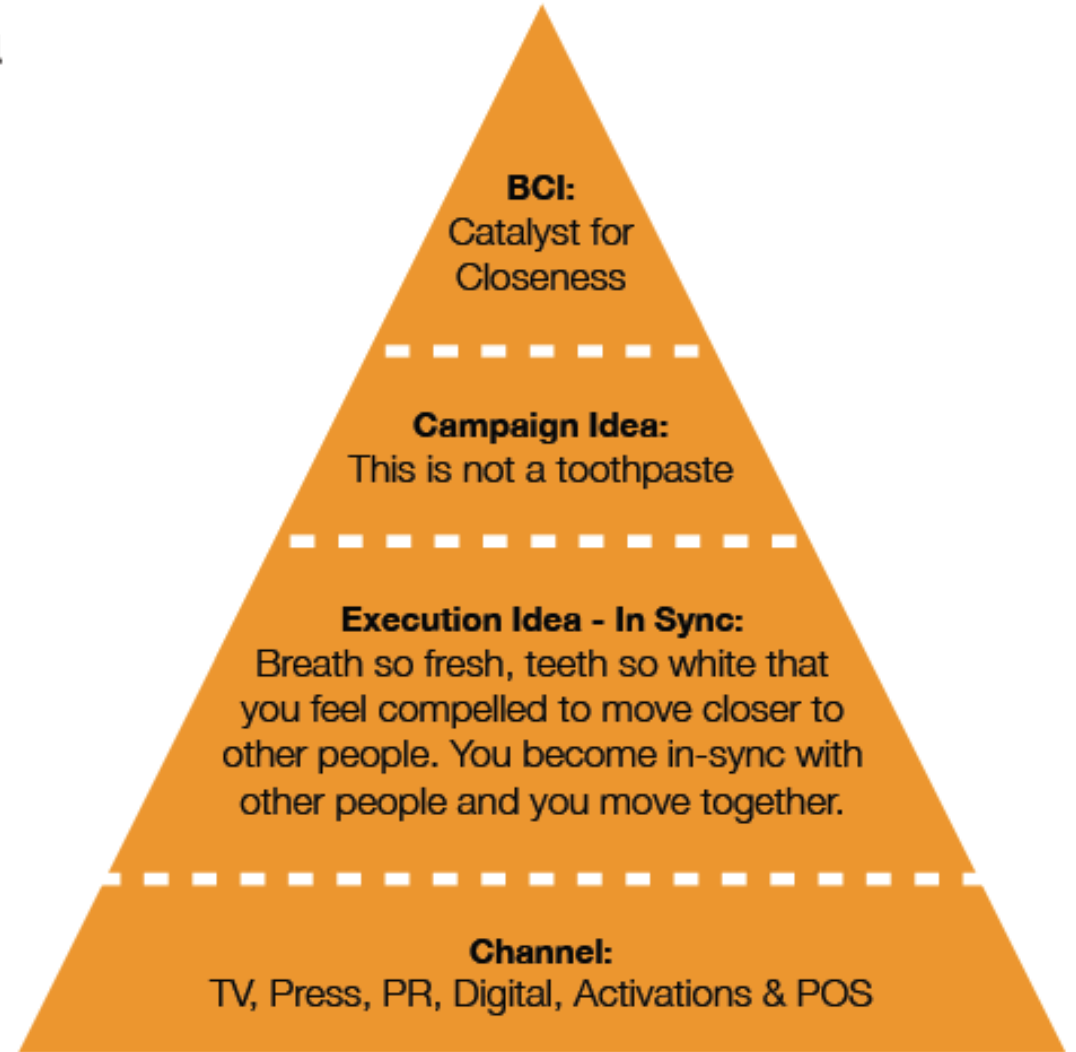
PROMOTION: Brand Communication Idea

Role of the Brand

Be the catalyst for Closeness

Role of Product

Give people the confidence to get closer.



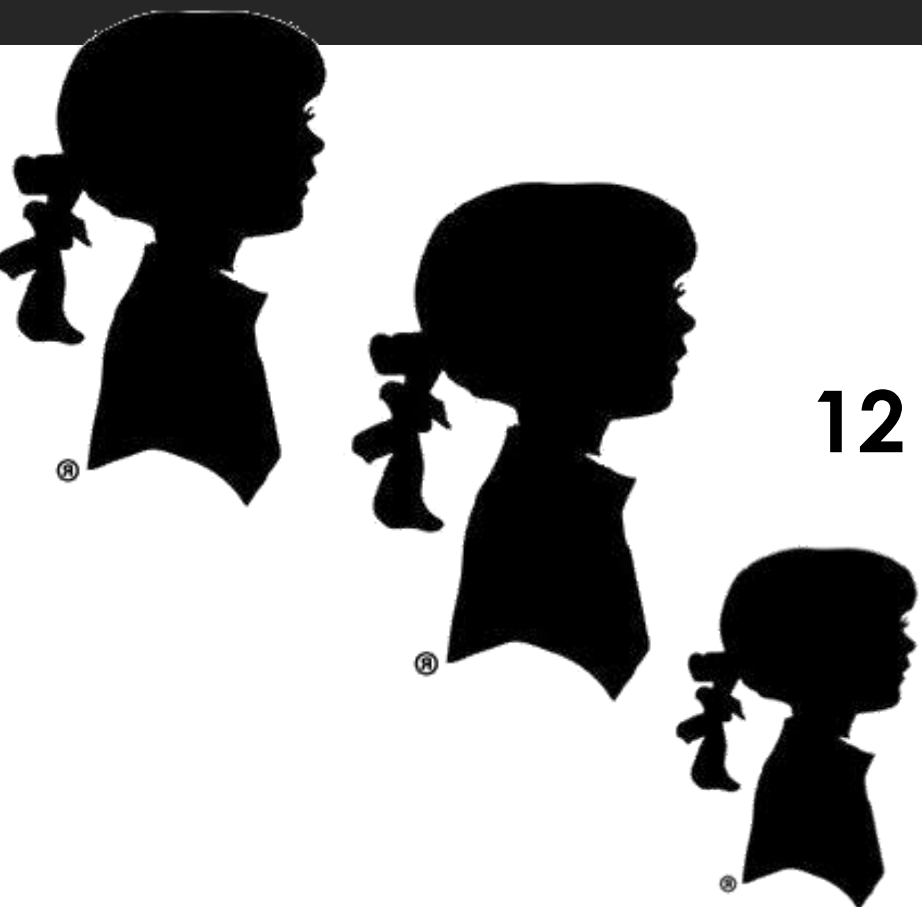
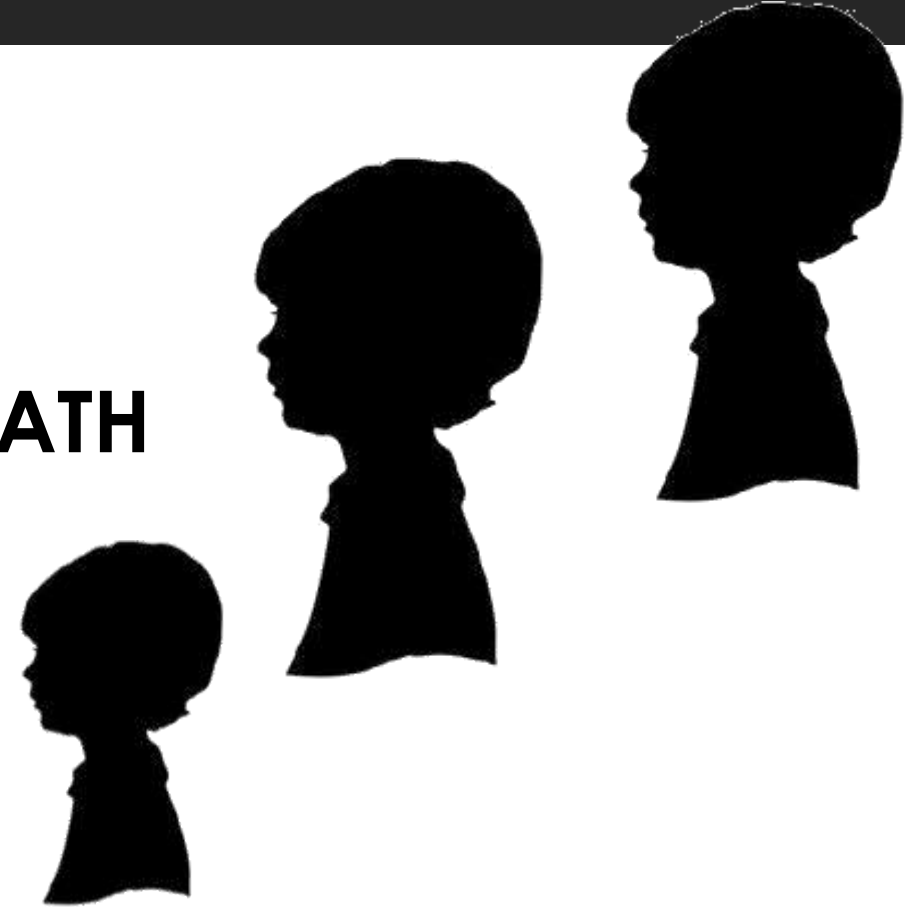
CAMPAIGN IDEA "IN-SYNC" MOMENT BETWEEN GUY & GIRL

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FUNCTIONAL BENEFIT:
12 HOUR FRESH BREATH

EMOTIONAL BENEFIT:
CONFIDENT TO GET CLOSE

ACTION:
AND KISS...



PROPOSE INTEGRATED COMMUNICATION PLAN THAT HELP BRING CLOSEUP NEW BRAND PRODUCT AND POSITIONING ALIVE!!

- *Communication strategy*
- *Key campaign idea (key message)*
- *Execution ideas*

Appendix - BCI

BCI: Catalyst for Closeness

In a Nutshell

Catalyst for Closeness:
Empowering young people to feel confident socially.

Essential Ingredients

Setting: Contrasting young people on the threshold of adulthood.

Story: The universal and timeless story of boy/girl flirting reinvented through the metaphor of music and dance. Anticipation and sexual tension build as the two are drawn to each other. The story always culminates in a sensuous kiss/getting close.

Style: Never Colgate! We are "Edgy, Vibrant, Surprising, Larger-than-life". We look great with beautiful and appetizing gel-porn product shots. We highlight product sensorials. We use the "This is not a toothpaste, this is Closeup" sign off line.

The Magic Created

Young people with the confidence to get closer to other young people.

Gaga Executional Idea:
In-Sync

Snow Executional Idea:
Instant Attraction

Gaga Main Point:
Long Lasting Fresh Breath

Snow Main Point:
Your whitest-ever smile in just one brush.

This is not a toothpaste ... this is CloseUp.

Engages People with our Brand

PROMOTION: Revised Brand Codes

EDGY



Engages People with our Brand

PROMOTION: Revised Brand Codes



VIBRANT



Engages People with our Brand

PROMOTION: Revised Brand Codes



Engages People with our Brand

PROMOTION: Revised Brand Codes



Brand DNA

CLOSEUP IS

Edgy

Vibrant

Surprising

Cool



uninhibited



spontaneity



energetic and upbeat



vivacious, joyful, carnival time in Rio

COMMUNICATION CODES

Catalytic effect of product

Closeness torture test

Sensorial

Gel porn

NOT Colgate