

Unilever – Mentadent Toothpaste

Situation

- Declining share in an increasingly competitive market
- Brand known for advanced therapeutic effects
- Consumers said they don't have nearly enough information about oral care

Actions

- Tagged *all* media
- Identified high value households
- Created a customer database
- Developed a content-rich oral care news letter that was delivered in both hard copy & soft copy, depending upon consumer preferences. Objective content with subtle branding and an occasional incentive
- Created a dynamic web site with access to dental professionals

Results

- Increased retention rates and share of customer
- Improved launch of new toothbrush leveraging paste relationships
- Identified cross category opportunities with Dove soap