

FOR WHITER TEETH, TAKE NOTE

Post-it notes were mailed as a simple way for dentists to notice Oral-B's whitening benefits.

The trick when doing a 3D mailing is to ensure it's useful. That's because nine out of ten promotional objects sent through the mail end up in the trash. So when Procter & Gamble opted to use a 3D mailing to reinforce the main benefit of Oral-B Pro-Health Whitening with dentists, it chose something simple, relevant and clever: Post-it notes. But not just any Post-it notes.

The company mailed dentists four pads, which at first glance looked like your typical yellow Post-it notes. However, the paper in the Oral-B pads became progressively lighter as they were used, reinforcing the whitening benefit of the product.

Because the Post-it notes would stay on the dentists' desks for many months, they served as a daily reminder of the Oral-B message. The added twist of the paper getting whiter and whiter meant that the message became even more powerful – and the campaign more effective. What was initially a small direct marketing action ended up impacting over 100,000 dentists throughout Brazil.

This creative solution that was both low cost and highly useful for everyday activities helped to strengthen the connection between P&G and dentists, increasing the share of mind with the Oral-B brand's most important audience.

Using proven media as a way of reinforcing brand benefits, P&G put a smile on everyone's face.



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