

# SUCCESS STORY

LIFETIME

Colgate.

## Colgate Whitening Britain's Next Top Model

Colgate wanted to successfully launch their new product - The Max White Toothbrush Plus Whitening Pen into the competitive Teeth Whitening market. A campaign was needed to establish the Colgate Max White Toothbrush Plus Whitening Pen as a credible, trusted and an attractive product to 25-44 females to increase brand awareness and purchase intent.

80%

Of viewers aware  
of sponsorship

58%

Increase in product  
knowledge

56%

Increase in  
purchase intent



### Insight

Two big passion points for Colgate's target audience were fashion and celebrity. In order to reach their target audience effectively, the creative needed to behave differently to other oral care brands and instead, communicate with consumers like a fashion brand. This meant the brand message needed to move the focus of the campaign away from dental care, to focusing on fashion. Britain's Next Top Model provided the perfect platform to reach Colgate's target audience and launch a new, fashion-focused campaign.



### Idea

The campaign set out to make the Whitening Pen synonymous with looking your very best, thereby creating a new market for Colgate. As an on-the-go whitening innovation, it was essential to position the product as the next must-have fashion and beauty accessory - part of the world that the target audience loves and emulates.

The Colgate Expert White Toothbrush Plus Whitening Pen was fully integrated into one of the best known global fashion and beauty media brands, Britain's Next Top Model (BNTM). Through this partnership, the campaign demonstrated credibility and utilised all of BNTM, Lifetime and Sky Media's touchpoints in order to deliver scale against a very specific audience.

On top of programme sponsorship, this partnership was taken one step further with talent endorsement through, widely recognised model and presenter of the show, Abbey Clancy. She demonstrated the product on screen and in bespoke content created for social channels. This illustrated the efficacy of the product, further reinforced the brand's credibility and provided content for social commentary.



### Activation

The campaign kicked-off with a Colgate branded BNTM launch party on the evening of the premiere episode, attended by judges and models for maximum PR. To engage a wider audience, the event was streamed live through Periscope, encouraging viewers to engage socially through competitions.

The product took centre stage of the sponsorship idents in BNTM, positioned as the next must-have fashion accessory. The creative highlighted the benefits of the product, whilst also mirroring the show's core values.



*Britain's Next Top Model offered us a rich, engaging platform to launch our innovative new whitening product – Colgate Expert White Toothbrush Plus Whitening Pen. The program was the perfect launch pad into the Fashion & Beauty market, where we positioned the product as the latest beauty accessory.*

**Brett Colley, Brand Manager  
Colgate Palmolive**

The product was organically integrated into the show environment by challenging the models to create a television commercial for the Whitening Pen as their weekly task. This provided Colgate editorial incorporation within the show and enabled the opportunity to demonstrate the product and its benefits once more. The winning model from the Colgate challenge would later become one of the faces of the product, therefore providing longevity for Colgate beyond the sponsorship.

In addition to the TV sponsorship, Sky Media produced bespoke content which drove conversation on digital platforms after the episode had aired. The content was branded #mybestme and included interviews with the models and featured the product. This content was then distributed across digital platforms, social media and across other Sky TV channels. The hashtag was promoted via both BNTM and Abbey Clancey's own account, as well as appearing at the point of sale, to drive maximum reach beyond the programme association.



## Results

Through partnering with BNTM we had the credibility of one of the best known global fashion media brands. The campaign delivered scale against a hard to reach audience on TV, allowed talent endorsement through Abbey Clancy, integrated and demonstrated usage of the product and created content that tapped into social commentary.

### Awareness

- 80% of viewers were aware of the sponsorship
- The sponsorship delivered significant product awareness in the competitive set increasing from 11% to 43%
- Product knowledge increased by 58%.

### Shift in perception

- A third of viewers (32%) recalled the product placement stating the product seemed more stylish thus encouraging them to try it out
- Purchase intent increased from 28% (non-viewers) to 84% (viewers).