

# **ADVERTISING PRINCIPLES 211 AD BOOK 2011**

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# EXECUTIVE SUMMARY

Sensodyne has been known to be the toothpaste for sensitive teeth, not until Colgate came along and aggressively marketed their sensitive teeth toothpaste- “ Pro-Relief For Sensitive Teeth”. Targeting the same audience, Sensodyne is faced with intense competition and is therefore vulnerable to Colgate’s marketing with its market share at stake.

This report provides an in-depth analysis on Colgate’s advertising strategies employed in their advertisements. A macro aspect of Colgate as a company is being studied, by first identifying its advertising medium, target audience and positioning relative to its competitors. A reverse engineering on the advertisements is then applied to identify and evaluate the effectiveness of Colgate’s advertisements. The test of effectiveness is done based on the FACETS Model of Effect that touches on Perception, Affection, Cognitive, Persuasion, Association and Behavioral effects. These aspects are imperative on laying down guidelines so as to effectively design an advertisement for Sensodyne that will compete effectively against Colgate and thus retaining market share.

The report also includes a creative brief for Sensodyne to which is developed based on Colgate Advertisement analysis. An introduction of 2 proposed brand advertisement for Sensodyne will be presented. A comprehensive analysis on the effectiveness is done to support the rational behind the proposed advertisements.

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# PART A

# REVERSE ENGINEERING


# COLGATE



# COLGATE ADVERTISEMENTS

## ADVERTISEMENT 1

**THE ONLY  
TOOTHPASTE  
CLINICALLY  
PROVEN TO PROVIDE  
INSTANT  
RELIEF**



**NEW**

**WHEN DIRECTLY APPLIED WITH FINGERTIP FOR ONE MINUTE.**  
COLGATE SENSITIVE PRO-RELIEF. THE ONLY TOOTHPASTE CLINICALLY PROVEN TO PROVIDE  
INSTANT SENSITIVITY RELIEF. **REALLY. PROVE IT TO YOURSELF AT:**  
[colgatesensitiveprorelief.com](http://colgatesensitiveprorelief.com)

## ADVERTISEMENT 2



**NEW**  
PRO-ARGENT™ TECHNOLOGY

**SO FAST**  
YOU CAN DRINK  
**ICE COLD**  
**WATER**

**INSTANT RELIEF**  
FROM THE PAIN OF SENSITIVE TEETH

WHEN DIRECTLY APPLIED WITH  
FINGERTIP FOR ONE MINUTE

The advertisement features a glass of ice water, a tube of Colgate Sensitive Enamel toothpaste, and a toothbrush. The text is bold and clear, emphasizing the product's effectiveness in relieving sensitive teeth pain.

## ADVERTISEMENT 3



CLINICALLY PROVEN  
PRO-ARGIN™ TECHNOLOGY

**CHANGE  
TO THE MOST  
EFFECTIVE\***  
SENSITIVE TOOTHPASTE

Colgate Sensitive Pro-Argin

\*vs. Potassium based sensitive toothpastes

The advertisement features a white background with a black border. On the left, a red diagonal banner contains the text 'CLINICALLY PROVEN' in white, and below it, 'PRO-ARGIN™ TECHNOLOGY' in blue. The central text reads 'CHANGE TO THE MOST EFFECTIVE\*' in large, bold, black letters, with 'SENSITIVE TOOTHPASTE' in smaller black letters below. To the right, there is a product shot of a Colgate Sensitive Pro-Argin toothpaste tube and its box, which is white with red and blue accents. Behind the tube and box is a glass of water with ice cubes.

# 1. MEDIUM DETAILS



Publication: 8 DAYS

Classification: Entertainment and celebrity

Publisher: Mediacorp Publishing

Editor: Lau Kuan Wei

Senior Art Director: Catherine Wong

Cover Price: SGD \$2

Frequency: Weekly

Date: 10th January 2011, 4th February 2011 and 22th March 2011

Page of Ad: Page 14, 37 and 9 respectively

Size of Ad: Half of a B4-sized paper and Full Size Page  
B4 Sized Paper

Total Circulation: 139,000

Target Audience: Both females and males, 20 years old to 39 years old

Key advertisers: Canon, Capitaland, Starhub, Swatch, Wing Tai and movie distributors as well as exhibitors (Entertainment And Celebrity 2007).

Highlights of the past: For 8 DAYS magazine 15th anniversary, an issue for 2005 was themed with the movie King Kong and was tagged “a super-sized Big Issue”.

On the 1000th issue on 13th December 2009, 8 DAYS launched the issue at Illuma and exhibited 999 different covers (Entertainment And Celebrity 2007).

## READERSHIP PROFILE

8 DAYS is Singapore's best-selling and long-standing English entertainment and lifestyle magazine with 139,000 readers (Entertainment And Celebrity 2007). It is one of the longest running magazines in Singapore and has been in the market for nearly 20 years (Entertainment And Celebrity 2007). 8 DAYS is known as a go-to guide for showbiz and lifestyle news, gossip, the latest in food, shopping, health and wellness, along with authoritative movie reviews, TV and music features (Entertainment And Celebrity 2007).

8 Days magazine readers range from teenagers and young adults to professionals, managers and executives (PMEs) and white-collar workers aged between 20 years and 35 years old (Entertainment And Celebrity 2007). All of the readers are educated, and have a vested interest on the latest happenings, newest products and other lifestyle news. This magazine serves as a local lifestyle guide that covers almost all spectrums of dominant Singaporean interests such as food hunts, movie reviews, health and wellness etc.





## 2. TARGET AUDIENCE

The target audience for Colgate is derived from Demographic, Psychographic and Benefit segmentation. Demographic segmentation for Colgate considers the variables of age, gender, income and education (Spence-Stone et al. 2008,149). The group includes both male and female, aged 20-39 years old, belonging from a lower income and up and equipped with literacy abilities. This demographic of people tend to be sufferers of sensitive teeth.

Psychographic segmentation considers the lifestyle, social class and personality type (Spence-Stone et al. 2008,149). The identified psychographic characteristic covers all social class, and based on the VALS lifestyle framework would be people who are motivated by ideals of which consists of Thinkers and Believers. These people are motivated by knowledge and principles, therefore when trying a new product with medical qualities, these group are better won over through stimulating their cognitive senses.

Benefit Segmentation considers the specific problems that can be solved by the product (Spence-Stone et al. 2008,149). The benefit sought would be “Relief from Sensitive Teeth”. This segmentation refers to people suffer from sensitive teeth, therefore would look for a product that cater to this need.



## 3. APPROPRIATENESS

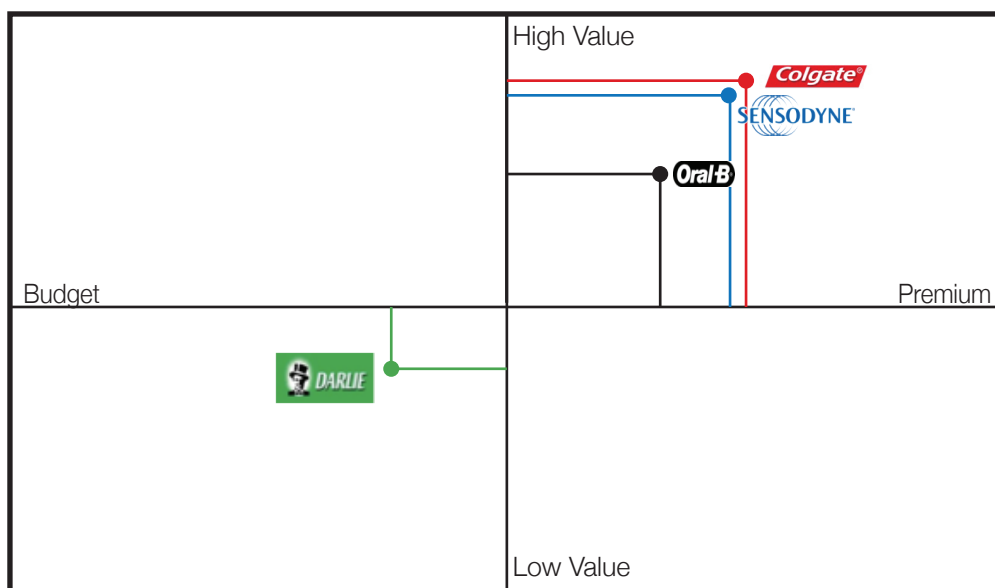
For Colgate advertisement, 8 Days would be an appropriate medium as their target audiences are from 20-30, which is also the same target group as Colgate. 8 Days is priced at \$2, making it affordable for the masses. The language used in 8 Days is simple and easy to understand, making it suitable for people who have minimal literacy rate.

8 Days is the longest running and popular English family lifestyle magazine. It's long standing has developed a trust between its readers. Colgate's choice of medium is deemed appropriate to the readership profile and image 8 Days portrays.

# 4. POSITIONING

Positioning aims to create a positive image and perception of the brand in comparison with its competitors and promote its value to the customers (Brooksbank 1994). The customer's choice is determined by the differential advantage he/she perceives about a brand, product or service. This is an important factor for effective marketing and advertising to take place.

Mitchell and Olson (1981) argued that product attributes affects the customer's belief leading to either a positive or negative attitude. According to Business Dictionary (2011), product attribute is a feature of the product and the brand itself such as cost, material, taste etc. In order to stand out, Colgate differentiates themselves against its competitors through its product attributes and benefits offered.



*Perceptual Map of Colgate Sensitive Pro- Relief*

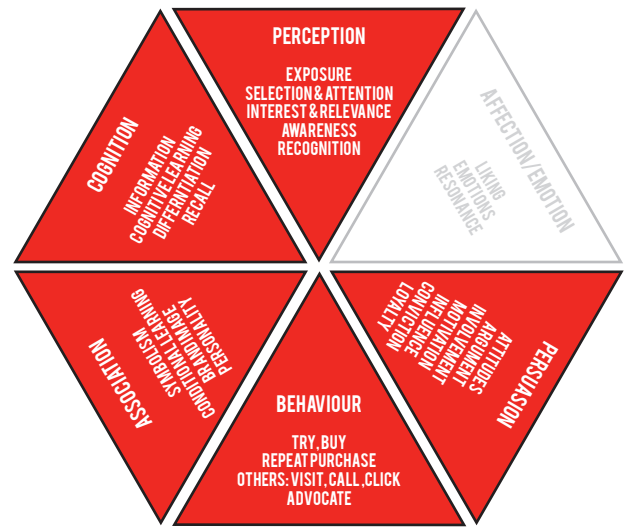
Based on the perceptual map, Colgate is positioned as the brand itself as of a high quality product with a premium price among its competitors. Colgate Sensitive Pro-Relief is positioned as the toothpaste that has the best effectiveness in solving tooth sensitivity as instantly compared with other toothpastes. This positioning is well reflected in their advertisements and product packaging.

Besides its good attribute, Colgate positioned itself as toothpaste that offers extra benefits to the customers. Colgate is the only toothpaste that uses the new technology known as Pro-Argin technology, which contains ingredients, that giving better protection on oral health. Moreover, Pro-Argin technology also gives a long-term benefit by removing the problem from its root (Marketing4u n.d.). Colgate informs the customers about the benefit offered by putting the words "New Pro Argin Technology" in the advertisements. Colgates' positioning however is observed to be very close to Sensodyne, as based on the perceptual map. This is deduced from similar ads from Sensodyne that reads "Daily Relief from the Pain of Sensitive Teeth"; however, Colgate avoids direct confrontation with Sensodyne's ads by changing the words Daily Relief into Instant Relief.

# 5. OBJECTIVES

According to the FACETS Model of Effect, Colgate tries to reach the perception, persuasion, cognition, behavioral and association objectives through their advertisements. Perception is the process of receiving information through the five senses and assigning meaning to it (Moriarty, Mitchell, and Wells 2008, 156). Colgate advertisements seek to gain exposure, gain readers' attention, sustain high level of interest and relevance, creating awareness and instill recognition through its imagery used. This is evident through the color contrast used and honing its' latest "Pro- Arigin Technology" so a to create a point of differentiation. Colgate stimulates especially the cognitive sensors to induce credibility and trust. Eliciting action to be taken from the consumer is an objective that Colgate seeks to achieve. This can be found in AD1.

## FACETS MODEL OF EFFECTS



# 6. THE BIG IDEA

All three Colgate ads communicate the same message, which implies consistency of the big idea in the campaign. The big idea to be conveyed by the Colgate ads is that Colgate Sensitive Pro Relief is "The only clinically proven toothpaste" to provide "Instant Relief" for sensitive teeth. It uses unique selling proposition to position its product to drive the big idea through to the audience. The Colgate campaign stands out from its competitors with the bold emphasis on its unique features and claims. Other competitors are not as bold in claiming its effectiveness.

# 7. MESSAGE STRATEGY



Message strategy is defined as a strategy developed to communicate ideas about products and services to potential consumers in the hopes of convincing them to buy those products and services (Hiam and Schewe 1992). Colgate's strategy employs both hard sell (rational) and soft sell (soft sell) strategies in communicating "Instant Relief for Sensitive teeth". The main aim is to match the objective with the best possible way to deliver the message. Below are the various message strategies that Colgate employs. (continued, flip page)

## 7.1 Perception

Messages that drive perception have to be able to have stopping power, sustain interest and to stick in memory (Spence-Stone et al. 2008, 353).

Colgate has sufficiently done this through huge, bold and black contrasting typography that stands out from clutter, capturing the attention of the reader. Colgate ads use mainly cognitive and a slight emotive appeal to create and sustain the interest of the reader. It portrays visuals such as the ice cup of water to create resonance with the reader. All these elements then work together to stick in consumers' memory.



## 7.2 Cognition

This strategy that Colgate utilizes seeks to create understanding of the product for its readers. It identifies the features and benefits of its product, such as its "Pro-Argin Technology", so as to support its claim for "instant relief". This is done in through succinct and "punchy" copywriting styles, making information easily understood by the reader. Adopting a cognition driven message, creates a point of differentiation relative to Colgate's competition, at the same time instilling a distinct brand positioning in the consumer's mind.

## 7.3 Persuasion

Advertisement messages that persuade affect attitudes and create belief (Spence-Stone et al. 2008, 356). This is done through appeals and selling premises. A logical appeal is applied to create a connection with the reader's on Colgate's product effectiveness for instant relief of sensitive teeth. It also adopts a selling premise technique to which states the logic behind the products' offering (Spence-Stone et al. 2008, 356). Colgate states the benefit of its product, "instant relief for sensitive teeth" so therefore one can partake of ice cold beverages without discomfort. Credibility is built up by stating the simple action taken to get instant relief. Colgate aggressively reveals its confidence; it induces belief in the consumer. The ads also states its Unique selling proposition, such as the "Pro-Argin Technology" to which provides the curative effect, attributing to a positive attitude and belief towards the brand.

Ultimately, though the built up of strong cognitive arguments by using the right words and right visuals, it has created conviction within the customer to trust and try the product out.

## 7.4 Drive Action

Colgate uses call to action phrases to nudge the consumer to take action. "Change to the most effective" is an extract example of the action words used to drive consumers to action. In AD1, Colgate inserted a website, giving readers a chance to respond so as to find out more about the product. The inclusion of such elements in the message propels and encourages the reader to take action.

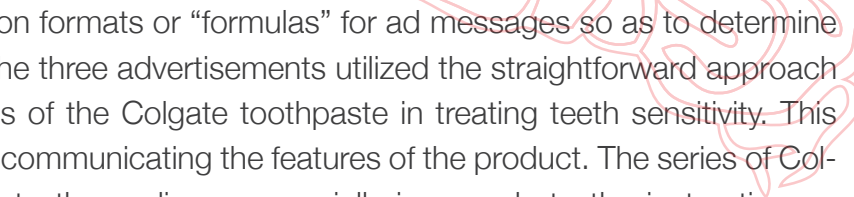
WHEN DIRECTLY APPLIED WITH FINGERTIP FOR ONE MINUTE.  
COLGATE SENSITIVE PRO-RELIEF. THE ONLY TOOTHPASTE CLINICALLY PROVEN TO PROVIDE  
INSTANT SENSITIVITY RELIEF. **REALLY. PROVE IT TO YOURSELF AT:**  
[colgatesensitiveprorelief.com](http://colgatesensitiveprorelief.com)



## 7.5 ASSOCIATION

The first effect of association that Colgate makes throughout the 3 ads is having an imagery consistently applied. Image advertising that portrays a image of a cup of ice cold water, with Colgates' Pro-relief toothpaste lying beside is uniformly used in all 3 ads. The second effect of association that Colgate applies is the cup, toothpaste and toothbrush. These 3 items have been strategically chosen to create an association that, if one desires to partake of cold beverages comfortably, then one has to brush with Colgate Pro Relief toothpaste. This association creates conditioned learning and induces trial.

## 8. MESSAGE APPROACH

An illustration of a hand in a suit sleeve pointing towards a stylized brain. The brain is depicted with red, swirling, topographical-like lines, suggesting cognitive processes or thought.

The message approach is the common formats or “formulas” for ad messages so as to determine direction for all the advertisements. The three advertisements utilized the straightforward approach by directly informing the effectiveness of the Colgate toothpaste in treating teeth sensitivity. This approach is very factual and relies on communicating the features of the product. The series of Colgate ads always provide information to the audience especially in regards to the instruction on directly applying the toothpaste to the sensitive teeth. The approach used is consistent with its strategy directed at the “thinkers”. This type of readers prefers appeals of the rational over emotional. Being informative with the product’s instruction, new technology, and claim of effectiveness ought to attract the “thinkers” attention and interest.

## 9. MESSAGE EXECUTION

Message Execution is the form in which the ads’ message is presented and reflected through a particular tone of voice (Spence-Stone et al. 2008, 361). The tone that Colgate ads adopt in their advertisements is inferred to be informative and personal both at the same time.

Informative tone seeks to inform the audience in a direct manner, no beating around the bush. Colgate advertisements are designed with simplicity – clean, white background, large readable fonts, and with instructional text “Directly applied with fingertip for one minute” ( refer to Colgate AD1 and AD2). Elements such as the stark headlines that contrast against the white background gives a serious and professional feel in the conveying of the tone of the advertisement. The image used in the ads is uncluttered and very minimalist.

## 10. THINK/*Feel*

Colgate has been a long-standing household brand, and its products are well known to cater to the masses and their common needs. It is unlikely for one to view Colgate as a curative solution to their dental needs. It is observed that Colgate Advertisements primary visual intent and its content seeks to provoke the cognitive segment of one’s perception, aiming to communicate a common feature of Colgate as the “Only toothpaste” to offer “Instant Relief” to its target audience and it’s medical properties and effectiveness. The reader receives the message subconsciously believes that Colgate is the “Only toothpaste” that offers “instant Relief” the With that, it probes the receiver to action through authoritative and instructive texts using adverbs such as “ Switch” and “Prove”. This prompts the consumer to take action in sampling the product. Customer samples the product and experiences the quality and ultimate benefits of the products. Colgate Advertisements can be said to be categorized under the Think- Do- Feel in Customer Attitude Sequence ( Tan 2011)



# 11. EYE Movement

## Advertisement 1

Upon looking at this advertisement, the **Headline** first catches the attention of the reader followed by the **Product Shot**. Right below is a body of text, which can be subdivided into 3 formats:

1. **Sub-headline**
2. **Body**
3. **Call to action**

This creates a very natural top-bottom flow.

### 1. Headline

**THE ONLY  
TOOTHPASTE  
CLINICALLY  
PROVEN TO PROVIDE  
INSTANT  
RELIEF**

### 2. Product Shot



**WHEN DIRECTLY APPLIED WITH FINGERTIP FOR ONE MINUTE.**  
COLGATE SENSITIVE PRO-RELIEF. THE ONLY TOOTHPASTE CLINICALLY PROVEN TO PROVIDE  
INSTANT SENSITIVITY RELIEF. **REALLY. PROVE IT TO YOURSELF AT:**  
[colgatesensitiveprorelief.com](http://colgatesensitiveprorelief.com)

### 3. Sub-headline

When directly applied with fingertip for one minute.

### 4. Body

Colgate Sensitive Pro-Relief. The only toothpaste clinically proven to provide instant relief

### 5. Call to action

Prove to yourself at:

[colgatesensitiveprorelief.com](http://colgatesensitiveprorelief.com)

**WHEN DIRECTLY APPLIED WITH FINGERTIP FOR ONE MINUTE.**  
COLGATE SENSITIVE PRO-RELIEF. THE ONLY TOOTHPASTE CLINICALLY PROVEN TO PROVIDE  
INSTANT SENSITIVITY RELIEF. **REALLY. PROVE IT TO YOURSELF AT:**  
[colgatesensitiveprorelief.com](http://colgatesensitiveprorelief.com)

### Effectiveness:

With variations in font colour and sizes, the headline manages to create an emphasis on certain words, breaking the monotony of a wordy headline. Following on to imagery that is put in place to give balance to the overall advertisement. Lastly, a body text that is subdivided sustains the attention of the reader. In all, it creates a natural and logical systematic flow, and it can be read with ease with attention sustained.

# EYE Movement

## Advertisement 2

Eye Movement for this advertisement progresses in an clockwise manner. First attention is drawn to the **Headline**, after which it directs readers to the **Product Shot** on the left side, and following down to a body text, consisting of a **Sub-headline** and **Instruction Clause**.

2. Product Shot 1. Headline

**SO FAST**  
YOU CAN DRINK  
**ICE COLD**  
**WATER**

**INSTANT RELIEF**  
FROM THE PAIN OF SENSITIVE TEETH

WHEN DIRECTLY APPLIED WITH  
FINGERTIP FOR ONE MINUTE

3. Sub-headline  
Instant Relief From the Pain  
of Sensitive Teeth

4. Instruction Clause  
When Strictly Applied  
With Fingertip for One Minute.

### EFFECTIVENESS:

Though eye movement sequence is not quite what is natural to one (eg: top-down), It can be observed that this advertisement utilises proportion to draw the attention of the reader.

The Headline which occupies half of the advertisement space, commands the initial attention of the reader followed by the visual which is a slightly smaller in size and lastly, a body text which makes up a small segment. Text variation is used to capture and hold on to the reader's attention.



# EYE Movement

## Advertisement 3

The first attention grabber is the **Headline** on the left side of the advertisement, and to the right is the **Product Shot**. A very natural familiar flow of reading from left to right.



### Effectiveness:

This advertisement only has 2 main elements, as compared to the other advertisements. As there is not much elements that is fighting for the readers attention, it is shown that both elements are of the same proportion. The Headline is strategically placed on the left as it is intended to be the first attention grabber, and it leverages on the natural flow to do that.

# 12. EFFECTIVENESS

Advertisement effectiveness can be accessed through the degree of favorable responses consumers have towards the advertisement within the areas of a consumer's perception, persuasion, cognition, emotions, association and ultimate action. (Spence-stone et al. 2008, 105)

## 12.1 Perception



Perception is the process by which we receive information through our five senses and assign meaning to it (Spence-Stone et al. 2008, 105). For perception to take place, exposure is first required for the advertisement to be seen. Colgate has effectively advertised in 8 Days, to which gives Colgate's advertisements a total exposure to 135,000 people weekly. Colgate's advertisements face the challenges of clutter from other advertisements and selective perception from readers especially due to it's low involvement product nature. Colgate however has managed to draw attention, by explicitly pushing their new product feature through eye catching visuals and text. As the advertisements are half a B4 to B4 in size initial attention grabbing power is rather low amongst clutter, but rides on it's design and layout to draw attention.

The other factor of perception is interest and relevance, to which the receiver mentally engages with the ad and the product. Colgate's ads may not totally be relevant to the total readership of eight days, however it can be said to be relevant to a significant number of readers, as readership profile is diverse and not specific to the core target audience. It has been reported however; that the number of people suffering from sensitive teeth is increasing on a national scale, it can be implied that amongst 8 Days readership pool, the ads are bound to be exposed to people suffering from sensitive teeth. Communicating the right message to the targeted audience increases the interest and relevance of the target market.

Awareness occurs when the brand makes an impression. With the clean and contrasting overall design and distinct uncluttered imagery, allow readers to be aware of the ad's presence.

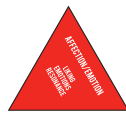
Recognition is inculcated with the consistency in the 3 ads utilizing the same type face, consistent texts and the identical imagery. Recall is likely applied to the exposed target group, whereby the advertisement impacts them the most by identifying with their needs.

## 12.2 Cognition



Cognition is a rational response given by the consumer toward a message. Colgate ads proclaims its "new pro-argin technology" therefore stimulating cognitive engagement towards the consumer. Such information supports credibility of the brand as it has the properties to solve the problem of sensitive teeth. Here, differentiation takes place in minds of the consumers, as Colgate is the only brand to have this latest technology. In addition, usage of words like " The only toothpaste clinically proven.." is a direct and brash method of upporting the differentiating factor.

## 12.3 Affective (Emotion)



Affective (emotion) describes something that stimulates wants, touches the emotion and creates feelings. (Spence-Stone et al. 2008, 112) Colgate ads uses a cold cup of ice water, in which is a vice for most suffers of sensitive teeth This imagery creates a resonance with the consumer where there is an element of personal identification between the product properties and the discomfort faced. An emotional appeal takes place as a want to be able to drink cold beverages with comfort is evoked. Nudging the consumer to take action shows the confidence in the effectiveness of the product creates a positive attitude from the consumer as they feel assured and develop positive feelings that the product is able to help them overcome their sensitive teeth discomfort. Effectiveness of this is however minor, as the imagery is not evokative enough due to the blend and “distant” feel it gives.

## 12.4 Association



Association is communication through symbolism and conditioned learning to make connections in the consumer’s mind between the brand and desired qualities that defines the brand (Spence-Stone et al. 2008, 114) Image that was used in Colgate ads compromises of a Colgate Pro relief toothpaste, toothbrush and a cup of ice cold water. With the toothpaste lying parallel to the toothbrush indicates a daily habit of brushing teeth. The association to it with the cold cup of water takes on a symbolic meaning that implies that brushing ones teeth with Colgate pro-relief toothpaste gives the consumer “Instant Relief” to sensitive teeth. As this imagery is consistent is all 3 ads, conditioned learning takes place, so much that associations become a predictable formula. Brand transformation takes place, to which it takes on a new meaning of a clinical and curative brand. Association is a strong point.

## 12.5 Persuasion



Persuasion is the conscious intent on the part of the source to influence or motivate the receiver of a message to believe or do something. (Spence-Stone et al. 2008, 108). As Colgate tries to reposition themselves as a curative brand besides just oral care, it tries to persuade it’s consumers through the altering of their attitudes. The clean cut, and informative advertisements seeks to establish a new opinion. It utilizes argument such as reasons and proof to gain credibility and confidence from it’s consumers. An example would be “New Pro-Argin Technology” and “Instant relief from the pain of sensitive teeth, when strictly applied with fingertip for one minute”. Through these built up of elements, conviction and preference is inculcated through the enhancement of credibility. Since Colgate is a household brand, catered to the mass market, it is of low involvement but due to the medical properties, it has a certain degree of an element of high involvement.

## 12.6 Behaviour



Behavior is a behavioral response involving action of some kind, which is based on the ability to motivate people to do something such as try or buy a product etc. (Spence-Stone et al. 2008, 117) The words used in Colgate ads are crafted to generate a “call to action” effect, with action words such as “ Change to the most effective...” probes the consumer to try the product out. In Colgate Ad 1, it prompts the consumer to visit the product website to learn more about the effectiveness of the product, creates an avenue for consumers to take action.

*Refer to Appendix A for Table of Overall Evalutaion of Effectiveness.*

# **PART B**

## **CREATIVE BRIEF**

### **SENSODYNE**





# 1. PROBLEM

Sensodyne is currently facing a fight with Colgate for its current market positioning as an effective toothpaste for sensitive teeth through Colgate's fervent promotions of its Sensitive Pro Relief. Although Sensodyne is the market leader for the niche tooth sensitivity toothpaste, Colgate's promotional strategy is starting to corrode into Sensodyne's market share. Its claim for an "Instant Relief" seems to tackle the current view that the pains of sensitive teeth can be relieved over a period of 2 weeks by consistent usage of Sensodyne toothpaste. Sensodyne needs to maintain its status as the market leader in the niche by reinforcing its professional credibility to treat tooth sensitivity. The new ads will address that thought.

## 1.2 TARGET AUDIENCE

As products catering to the same niche, Sensodynes' target audience is similar with Colgate. The ads will be targeted to both genders between the ages of 20-39 years old from low to high level of education regardless of income levels. However, the psychographics aspect of Sensodynes' advertisements will be different. Instead of targeting Believers, it targets consumers with Strivers' characteristics. The new ads will be targeted towards university students and working professional, which would be better suited to the Strivers profile. The consumer needs, wants, and personality remains unchanged. The reasoning behind the current segmentation for the new ads is to influence the bulk of the victims of tooth sensitivity more specifically than Colgate.



## 1.3 BRAND POSITION

Consumers' perception of Sensodyne is the high credibility and long-standing brand in respect to tooth sensitivity toothpaste. It is seen to be more specialized and therefore trustworthy. However, Colgate's Sensitive Pro Relief is seeking to sway this perception. For this reason, the new ads will reinforce Sensodyne's professional credibility in treating tooth sensitivity.

## 1.4 BRAND IMPERATIVE

Sensodynes' positioning will influence consumer's perception of the brand. The goal of the new ads serves as a reminder ad so as to reinforce and maintain Sensodynes' positioning as a reliable and clinically proven solution to teeth sensitivity. The positioning is consistent with Sensodynes' original positioning since the company's existence.

# 1.5 COMMUNICATION OBJECTIVES

Based on the FACETS model, the main communication objectives for Sensodynes' new ads are perception, affective, association, behavior and persuasion responses from the consumers.

Sensodyne achieves perception by creating awareness from the new ads in prospective magazines. The advertisements focus on associations, creating an emotive appeal by evoking feelings of security and create resonance between the readers and the brand. The ads seek also to reinforce an existing opinion on Sensodyne, which influences the readers' attitudes and persuading them. Sensodyne can utilize a dominant soft sell approach as it already has market credibility over the years.

## 1.6 CONSUMER INSIGHT



Singaporeans are known to be passionate for food and enjoy socializing over a meal with friends and family. Having sensitive teeth hinders them from enjoying such pleasures. It is innate for most people to have a social and intrinsic need to enjoy life and therefore would be willing to seek out a swift solution for their issue. To this, Sensodyne can provide a viable solution towards their issue with sensitive teeth. Bearing in mind that this group of people are educated and constantly exposed to a myriad of ads, Sensodyne has to be able to capture and engage the senses of its target audience.

## 1.7 SELLING IDEA

The selling idea for Sensodyne is to market itself as the most trusted handy and effective toothpaste that can quickly relieve its users of problems with teeth sensitivity.



## 1.8 SUPPORT

To stimulate a desired response, the ad seeks to build a perception that Sensodyne is a useful product to when feeling the pain of tooth sensitivity. Its product would be portrayed with items that people reach out to during emergency situations. A tag line that reinforces its' longstanding in the area of teeth sensitivity will be included.

# PART C

## ADVERTISEMENTS

### SENSODYNE



## Tooth Aid Kit



**APPLY IN CASE OF EMERGENCY**



**SENSITIVE TEETH SOLUTION**  
**TREATING SENSITIVE TEETH FOR 40 YEARS**

Visit [www.sensodyne.com.sg](http://www.sensodyne.com.sg) to find out more.



**BURNING PAIN?**



**SENSITIVE **TEETH** SOLUTION**  
**TREATING SENSITIVE TEETH FOR 40 YEARS**

Visit [www.sensodyne.com.sg](http://www.sensodyne.com.sg) to find out more.

# 1. MEDIUM DETAILS

Election '08 Who's Best for Our Future?



Publication: Reader's Digest Southeast Asia Edition

Classification: Family Lifestyle Magazine

Publisher: Reader's Digest Asia

Editor: Dora Cheok

Cover Price: SGD \$9.90

Frequency: Monthly

Size of Ad: Full Digest Sized Page

Total Circulation: 360,000 across Asia

Target Audience: Male and Females, 25 to 60 years old.



## READERSHIP PROFILE

Readers Digest Magazine is the world's most widely read monthly magazine. It provides advice and information regarding wealth, entertainment, and inspiration (EmitAsia 2011). Readers Digest is a light hearted magazine, that provides all sorts of information from the latest gadgets to recommended household products. With it's diversified content; it reaches out to people who would like something light hearted to read.

Reader's Digest readers range from energetic working professionals to people holding management positions. Its readers are mainly working professionals, such as managers, executives and business people etc. This group of people are better read and well informed, thus they are able to form associations with images. As Reader's Digest covers a wide array of topics from culture to healthy living, it attracts readers of similar interests. Reader's Digest casts a wide net on lifestyle and social issues, making it an appropriate magazine for Sensodyne to advertise in.

# 2. THE BIG IDEA

The big idea for the new Sensodyne ads is to instill in the mind of its target audience that Sensodyne is the effective cure/solution during an "emergency". An "Emergency" moment correlates to the uncomfortable hurting sensation felt due to sensitive teeth. Sensodyne through its big idea conveys that it is always the convenient instant fix in relieving pain and always have been, due to its well-established brand standing in this area for 40 years. The characteristics of its target audience are for people who seek swift solutions to their teeth sensitivity issues. Featuring Sensodyne as the number one choice for sensitive teeth in this way, would be effective.

# 3. MESSAGE STRATEGY

The message strategies employed in Sensodyne ads are head strategies and heart strategies. The ads first drive perception, capturing the attention with its contrasting background and sustains interest through the use of image advertising. This is done through a witty tongue in cheek display of Sensodynes' toothpaste in unexpected places- Fire Extinguisher box and First Aid Kit. The extreme association made, portrays tooth pain as an "urgent" and dire need that demands attention immediately. This stirs the audience to have a second look. Elements in the ad work together to create an emotional appeal, which evokes feelings of tooth discomfort for those suffers of sensitive teeth. "SOS, sensitive tooth solution" a tagline at the bottom of the 2 ads uses word play to effectively tie up the entire ad. The playful use of word pun with widely recognized associated terms used in times of need and help, reinforces the whole Big idea of the Sensodynes' ads. All of Sensodynes' ad utilizes a call to action strategy, whereby a web address is indicated at the bottom for interested readers to respond and find out more about its products. . The usage of Sensodynes' brand colour, wherever possible, throughout the ads gives it a more holistic brand appeal, strengthening the effectiveness of image advertising and association.

For Sensodyne Ad 1, the witty use of word play is used to stir up positive feelings on the cleverness of the ad. Instead of plainly stating the obvious "First Aid Kit" a tweak of words such as "Tooth Aid Kit" is used to emphasize how tooth paste is just as important and handy to be found in the First Aid Kit, and how it is the only solution.

Sensodyne Ad 2 effectively uses association to communicate its message creatively. A rhetorical question "Burning Pain" that is implied, draws an association of tooth pain. Leading down the ad, an image of a Fire Extinguisher Box is commonly identified to contain a fire extinguisher that is used to put out fire. Instead, Sensodynes' toothpaste is placed inside to create a correlation on the burning feeling of pain, and how Sensodyne is the solution to provide relief.

# 4. MESSAGE APPROACH



Sensodyne's new advertisements seek to feature Sensodyne as a tool for emergency tooth sensitivity situations. An emotional appeal in the method of humour is employed as its approach. The product is dramatized in its importance in emergency situations in both advertisements. Naturally, the readers would not find Sensodyne in first aid kits or fire extinguisher boxes, but these ads convey an idea that it is so essential it should be in these places. The humour lies in the hyperbole of the situation. The headlines "tooth aid kit" and "burning pain?" both imply painful situations that sufferers of teeth sensitivity can identify with.

# 5. MESSAGE EXECUTION

The purpose of the ads is to associate Sensodyne as essential tools to be used when faced with teeth sensitivity. Its dramatized portrayal of the toothpaste inside boxes of tools commonly used for emergency is its uniqueness meant to attract the readers' attention.

The tone conveyed from the ads is to induce urgency due to its usage of "emergency" items. Such items are boxes are only in times of urgent need when people are caught off guard. Hence, victims of teeth sensitivity, they should be able to identify with the sense of urgency implied.



A white copy method is applied to both advertisements. Having a pristine, simple background not only simplifies the advertisements and highlights the images, but also supports Sensodyne's perception as a hygienic product.

The advertisements will be in full ad page for both 8 days and reader's digest, just before the health and wellness section.

# 6. EMOTIVE RESPONSE

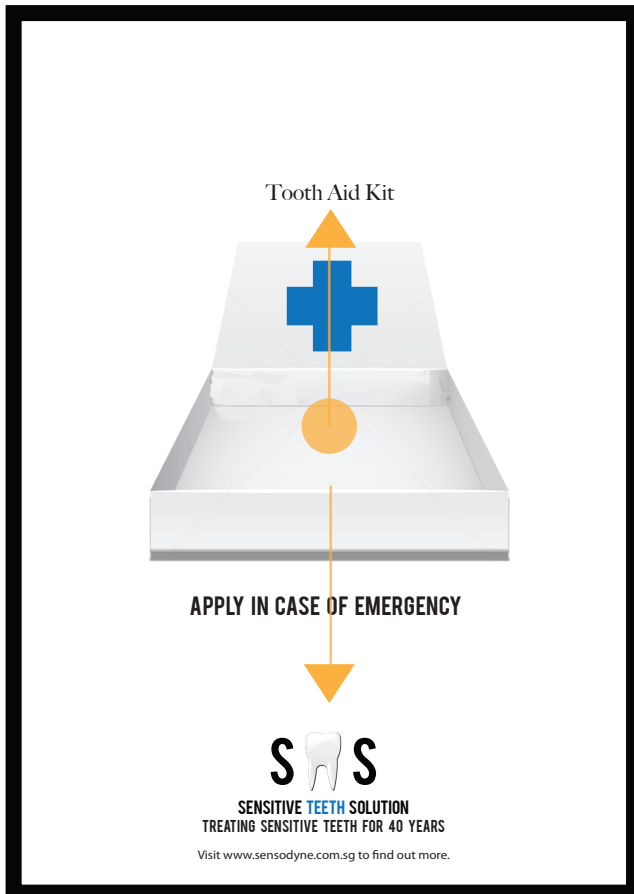
Evoking of emotions is very important for advertising to be effective in leaving an imprint in the consumer's mind. Many different brands benefited from an association of positive emotions generated by the marketing strategy or the advertisement they encounter. Advertising that generates strong emotional appeal has two benefits. For one, it helps the brand shape its brand image, secondly, it engages and enhances retention. Even though advertisements can stimulate negative emotions to help create drama, most brands prefer to stimulate a more positive appeal (Millard Brown 2009)

Sensodyne ads strive to stimulate positive emotions through the usage of dramatization and humor. The display of items that most people look for in times of emergency induces positive feelings such as safety and security, featuring Sensodyne as the solution. The clever use of words and captures and intrigues the reader towards the brand. By utilizing humor and dramatization to illicit positive feelings, consumers create a positive impression on the brand image. Reminding consumers of Sensodyne's longstanding in the industry says a lot about its credibility and effectiveness in the products, this which strengthens trust and credibility between reader and the brand.

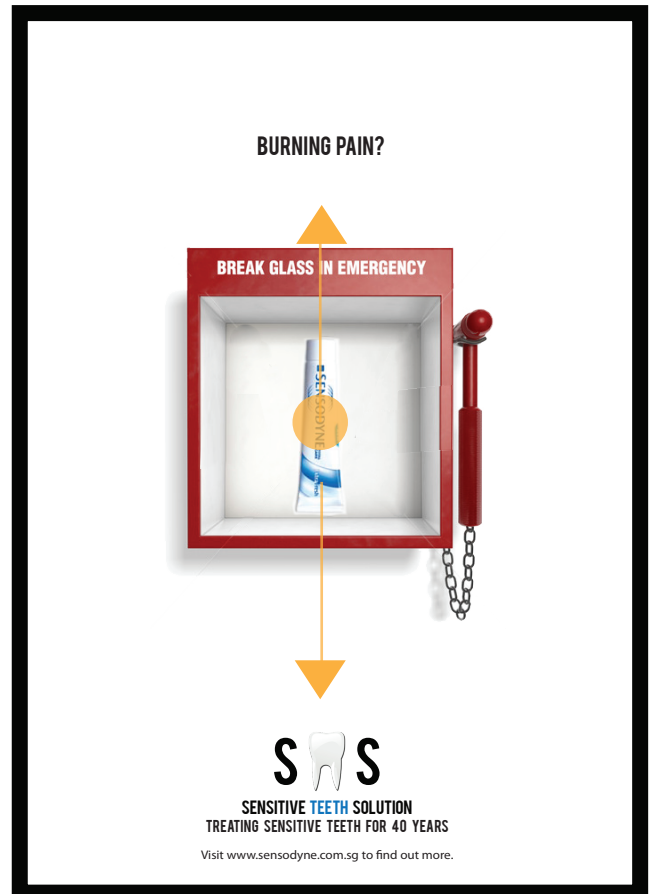
In all the advertisements, all the elements are positioned to evoke feelings of trust, safety and security with the brand, reminding consumers of the longstanding and effectiveness in the market.

# 7. EYE MOVEMENT

Sensodyne Advertisement 1



Sensodyne Advertisement 2



The eyes will be first attracted to image of the “Tooth Aid Kit” and “Fire Extinguisher Box”. To which, the readers’ attention would be drawn upwards to text above the image from that point there would be a downward eye movement. This form of eye movement is very neat and has a very sequential flow. Information is very coherent, from grabbing the readers’ attention first, through inducing curiosity and thereafter feeding them with bits of information through eye movement. As the 2 Sensodyne ads are similar in format and layout, eye movement implied is similar.

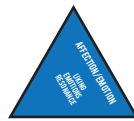
# 8. EFFECTIVENESS

## 8.1 Perception



The design and layout of the advertisements have succeeded in creating stopping power as the centrally aligned image and white background creates a contrast. Therefore having grabbing power towards the customers. The ads engages the audience through its wittiness and sense of humor, which penetrates clutter and stands out from its competitors. This induces awareness and form an impression towards the audience. The attractive SOS headline, persuades and reinforce the fact that Sensodyne is the credible solution for sensitive teeth for 40 years All the elements of the ad comes together to instill recall and recognition that Sensodyne is the toothpaste for your tooth sensitivity.

## 8.2 Affective (Emotion)



Sensodyne ads have successfully stimulated the reader's emotions by "tickling" their funny bone. The Sensodyne toothpaste inside the aid kid and hydrant box are forms of hyperbole, making Sensodyne seem as essential as these tools.

The SOS headline ties the whole ad together, replacing the "O" with an image of a tooth. When readers feel happy, they tend to have a positive feeling towards the ads and the brand. In other words, by having an entertaining message, readers tend to form positive feelings and attitudes.

## 8.3 Association



Sensodyne ads are successful in using image advertising to create strong associations. By using very obvious common items and correlating them back to the message it hopes to deliver, Sensodyne ads have done it well. Using a universal abbreviation, Save Our Souls (SOS), reinforces the sense of "urgency" and need, and also creating a double meaning of (Sensitive Tooth Solutions) for the word. Sensodyne ads is effective in this area.

## 8.4 Behaviour



Both of the ads provide a means of "call to action" by providing Sensodyne's official website at the bottom of the advertisements. Whoever who are interested in finding out more about the qualities and benefits Sensodyne toothpaste offers, can visit the website.

## 8.5 Cognition



With regards to cognition objective, the ads do not give any information about the product features nor a situation that makes readers learn or understand the product. As the ads use a lot of advertising imagery, and very few text, much of the information is to be inferred. Therefore the ads are not too effective in delivering a message that stimulates one's cognitive senses. Since the ads are not informative, consumers cannot compare its benefits with competitors and are not able to recall the information in their memory.

*Refer to Appendix B for Table of Overall Evalutaion of Effectiveness.*

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# APPENDICES

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# APPENDIX A

Overview of Overall Advertising Effectiveness for Colgate

	AD1	AD2	AD3
Perception	High	High	High
Cognition	High	High	Moderate
Persuasion	High	High	Moderate
Association	High	High	High
Emotions	Low	Low	Low
Behavior	Low	Nil	Nil

# APPENDIX B

Overview of Overall Advertising Effectiveness for Sensodyne

	AD1	AD2
Perception	High	High
Cognition	Nil	Nil
Persuasion	Moderate	Moderate
Association	High	High
Emotions	High	High
Behavior	Moderate	Moderate