



# ACT Oral Care Mouthwash Campaign Proposal



# Problems, and solution

I propose a high-end, luxurious advertisement campaign for ACT Oral Care Mouthwash, aiming to elevate the brand's image, target a sophisticated audience, and highlight the premium qualities of ACT products.

The campaign will incorporate premium visuals, prestigious messaging, and strategic placement to reinforce ACT Oral Care's status as a choice for individuals who value excellence in oral care.

## **Campaign Objectives:**

Positioning ACT as a Premium Brand:

Showcase ACT Oral Care as the choice for those who seek luxury and effectiveness in oral care.

Elevate Brand Image:

Create a sophisticated brand image that resonates with high-end audiences.

Increase Sales:

Drive interest and sales of ACT's premium oral care products.



# Persona



## **Matt**

Age 35

Location: New York, NY

Education: MBA  
(Master in Business Administration)

Job: Financial manager in large  
investment company

Income: 200k

Status: Single

## **Oral Care needs:**

Frequent interaction with clients and colleagues, maintaining fresh breath, and a bright, confident smile are essential for Matt.

Matt actively meets new people and goes out for dates often, and fresh breath for his dates is important to him.

He seeks oral care products that align with his professional and personal needs.

## **Lifestyle:**

Matt is a high-achieving financial manager based in NYC. He leads a fast-paced work environment.

His work often demands long hours and a high level of precision, making fresh breath and a confident smile important for his professional interactions.

Outside work, he enjoys dining at upscale restaurants and attending live jazz performances with his date. He dedicates time to regular workouts and staying in shape.

## **Keywords:**

#Confidence, #Love, #Professional,  
#Restaurants, #Success, #life, #Fashion,  
#WellBeing, #Health, #Wealthy



# Slogan and Themes

## **Key Messages (Slogan):**

"ACT now. To Boost Your Confidence."

"ACT now. Before It's Too Late."

"ACT now. For the Perfect impression,."

## **Advertisement Themes:**

Story:

It highlights Matt's personal journey to confidence through ACT Oral Care and aligns with the campaign's focus on building confidence and making a perfect impression.

It emphasizes how ACT can empower individuals to excel in every aspect of their lives.

Confidence and Elegance:

Portray individuals using ACT products as confident, elegant, and successful.

Unforgettable Moments:

Showcase moments made unforgettable with ACT Oral Care, such as first dates, first kisses, and first meeting with partner's parents.



# Print Forbes Magazine



Act Now.  
To Boost Your Confidence.



## ACT® Total Care Mouthwash

Kill the germs that cause bad breath with ACT® Total Care mouth rinse.



# Print GQ Magazine



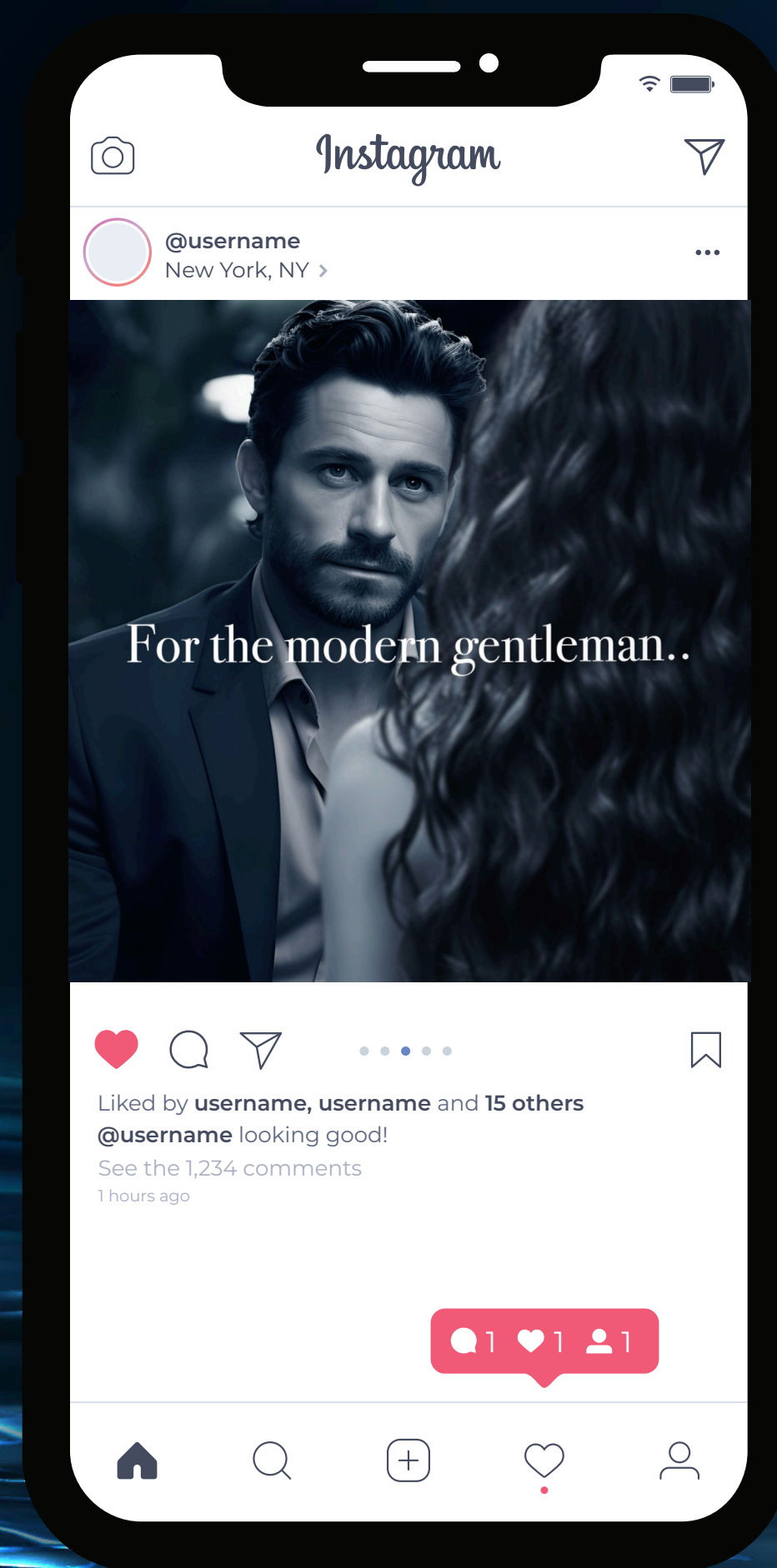
Act Now.  
Before It's Too Late.



**ACT® Total Care Mouthwash**  
Kill the germs that cause bad breath with ACT® Total Care mouth rinse.

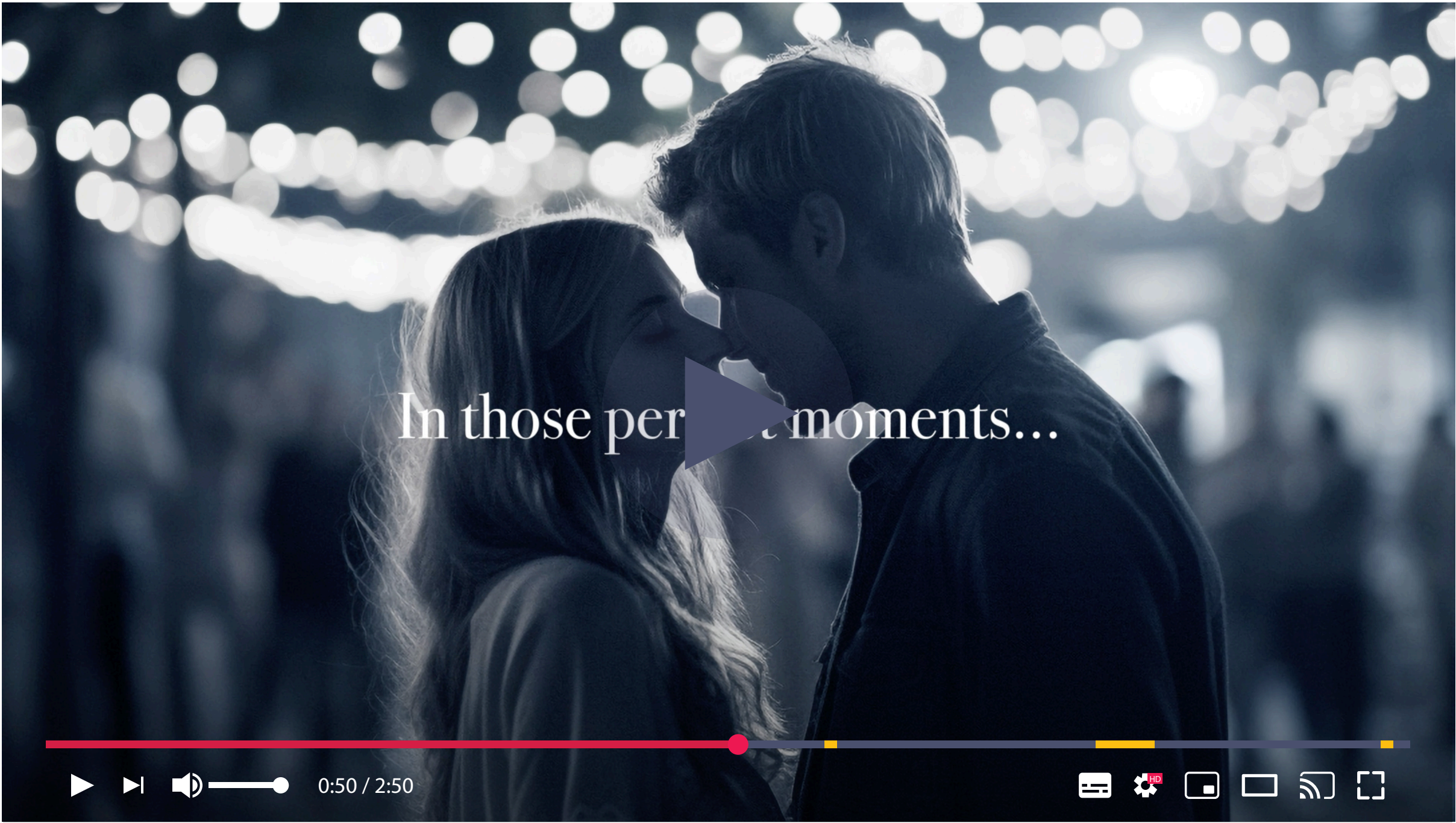


# Motion Graphic Instagram





Commercial  
YouTube,  
Fox Business  
Network



In those per moments...

#loremipsum #loremipsum

ACT Oral Care Mouthwash - Because Every Moment Deserves Freshness.

3000 views



 ACT  
Lorem Ipsum

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# Thank you.

This proposal outlines a comprehensive plan for a luxurious ACT Oral Care advertisement campaign.

I believe that this campaign will not only elevate the brand's image but also drive interest and sales among high-end consumers.





ACT<sup>®</sup> Total Care Mouthwash  
Because Every Impression Counts.