



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

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.

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.

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.

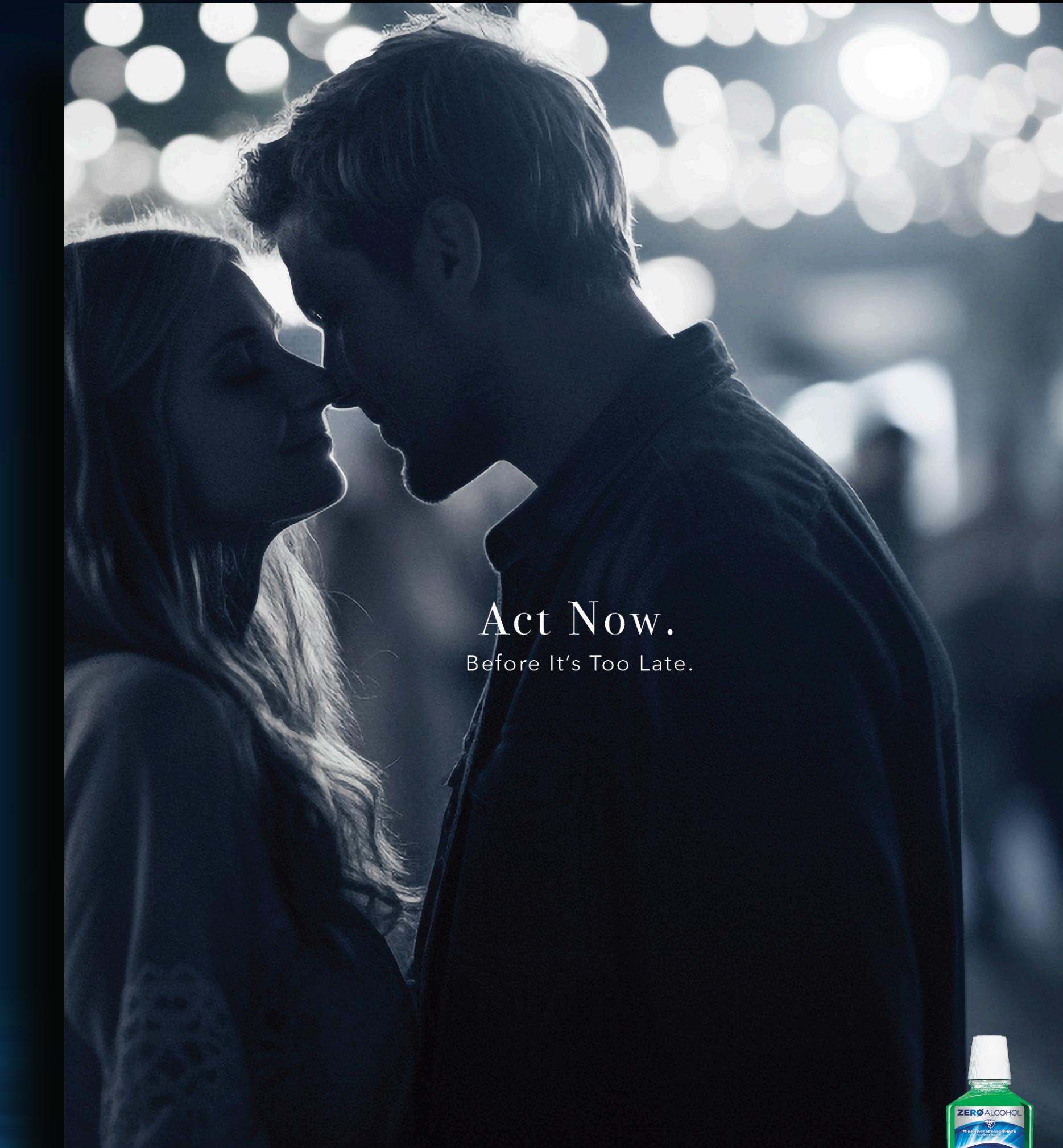
Unforgettable Moments:

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

Print Forbes Magazine



Print GQ Magazine



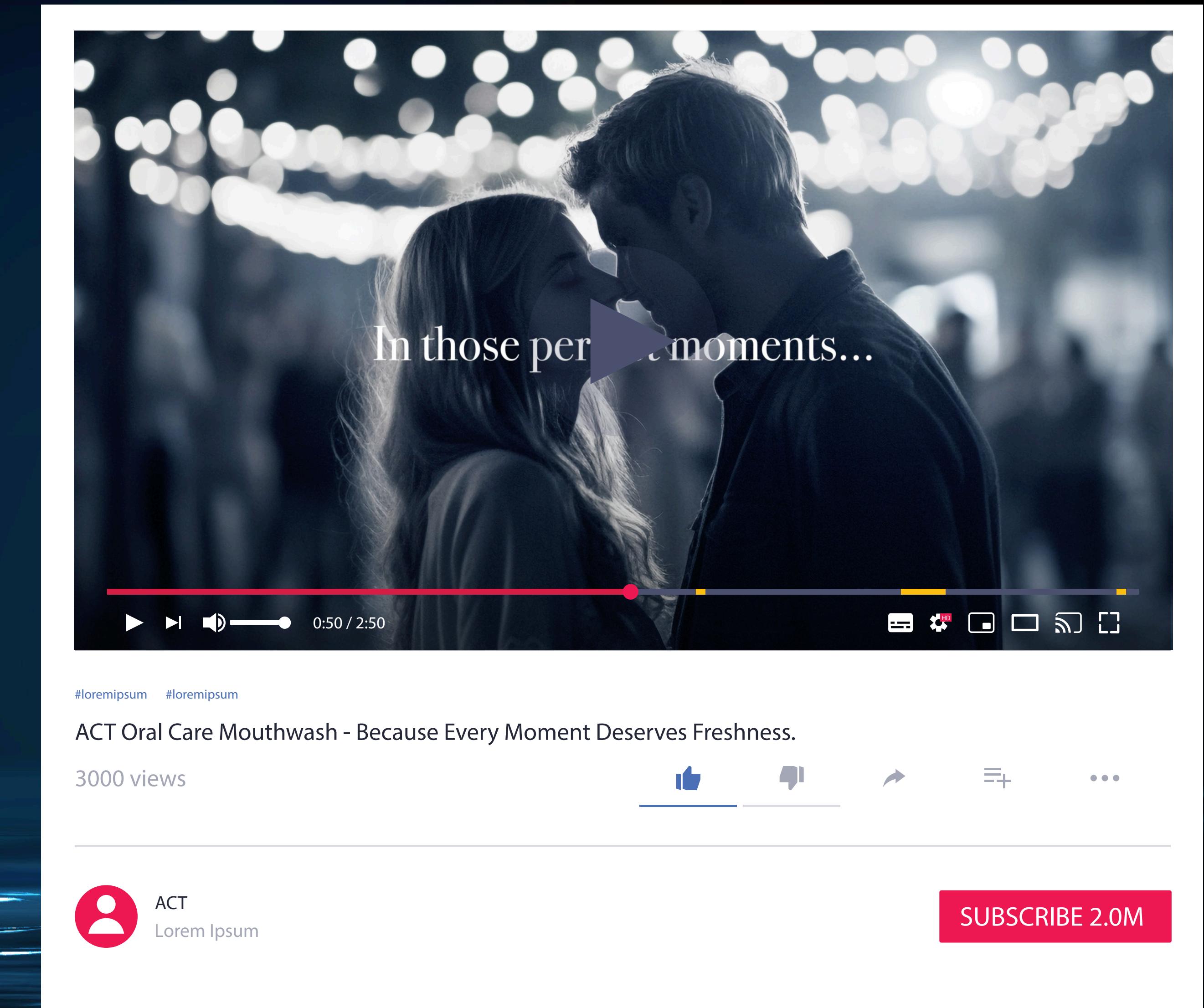
ACT® Total Care Mouthwash
Kill the germs that cause bad breath with ACT® Total Care mouth rinse.



Motion Graphic Instagram



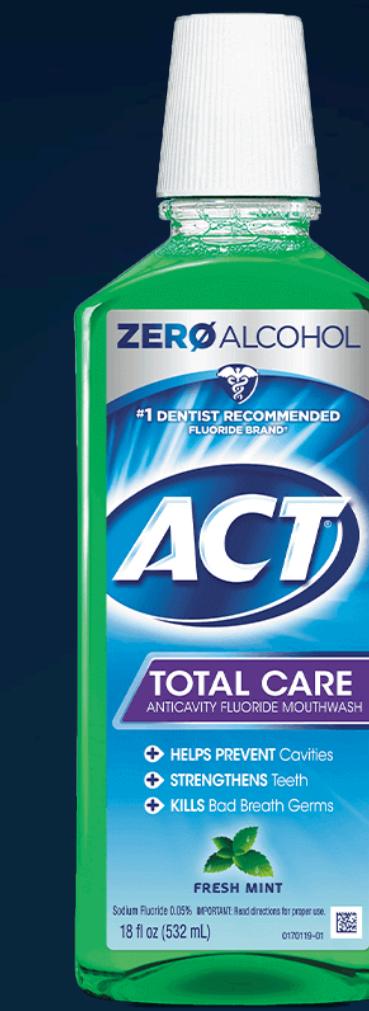
Commercial YouTube, Fox Business Network



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® Total Care Mouthwash
Because Every Impression Counts.