

BADGER ADVERTISING AGENCY

Madison, WI

management@badgerad.com

(608) 977 - 3212



LISTERINE®

FRESH BREATH FOR LIFE

**CAMPAIGN
PROPOSAL**

**PRESENTED TO:
LISTERINE®**

3

SITUATION ANALYSIS

Where we're at right now: as a product, as a brand, and as a market.

16

CAMPAIGN STRATEGY

What is our big idea and overall campaign direction.

29

MEDIA PLAN

How we plan to distribute funds to each media channel and why we choose them.

41

CREATIVE PLAN

How we convert our campaign idea into creative execution on various platforms.

62

SOCIAL MEDIA PLAN

How we choose social media platforms and use them to make influence.

76

PR & PROMOTIONS PLAN

How we promote our campaign and collaboration with others.

98

OUR TEAM

Meet our team members.

SITUATION ANALYSIS



BRAND INTRODUCTION

Feel the WOAH?

LISTERINE® has long promoted its brand as powerful and dramatic – an oral health staple that packs a punch with every swish. Since the brand's creation in 1914, LISTERINE® has been at the forefront of the oral health care market. Routine, scientific and bold, the LISTERINE® brand has most recently positioned itself as a high-energy brand, building campaigns like Train the Trainers, which focused its attention on fitting itself into the routine of extremely healthy, high-energy individuals. Between its bright blue color and bold logo, the brand has made its place in the oral health market very clear: they're powerful, they're dynamic, and they're #1.

INDUSTRY & MARKET OVERVIEW

How things are now:

LISTERINE®'s broader consumer mega-category is health products. Looking at the sub-category, dental products, there are a few key trends to note. First of all, general care for dental health is on the decline. Throughout the pandemic years especially, dental visits and people in the market for dental products like mouthwash is decreasing. The major retailers of the sub-category are stores like Walgreens, CVS, Target, Walmart, and general grocery stores. The macro-issues players in the subcategory deal with are a rise in distrust in science, inflation, and supply-chain issues. Looking ahead, the dental products subcategory will remain a constant for consumers of all demographics, as dental health is constantly important for everyone.

COMPETITIVE ANALYSIS

	LISTERINE®	Crest	Colgate	Scope	ACT
Product	"Top-rated mouthwash"	Offers a lot of product variety	Markets itself as an "oral health and dental care" center	Owned by Crest to create a wide variety of products	Markets multiple products specifically for kids
Price	\$00.31/fl oz	\$00.206/fl oz	\$00.649/fl oz	\$00.126/fl oz	\$00.193/fl oz
Place	Brick-and-mortar retailers, online retailers	Brick-and-mortar retailers, online retailers	Brick-and-mortar retailers, online retailers	Brick-and-mortar retailers, online retailers	Brick-and-mortar retailers, online retailers
Promotion	In-person shopper marketing, coupons, rewards programs, event marketing, and advertising and marketing (both print and digital media)	In-person shopper marketing, coupons, rewards programs, event marketing, and advertising and marketing (both print and digital media)	In-person shopper marketing, coupons, rewards programs, event marketing, and advertising and marketing (both print and digital media)	In-person shopper marketing, coupons, rewards programs, event marketing, and advertising and marketing (both print and digital media)	In-person shopper marketing, coupons, rewards programs, event marketing, and advertising and marketing (both print and digital media)

CONSUMER ANALYSIS

Primary Target Consumer – Millennial Parents

- There are 72.2 million millennials in America.
- 60% of millennials use some form of mouthwash and 39.3% use LISTERINE® specifically.
- Millennials are 37% more likely than the general population to belong in the “swayable shopaholics” buying habits category.
- 78% of millennials have purchased a product after seeing it on social media.
- 75% of Millennials are eco-conscious to the point of changing their buying habits to favor environmentally-friendly products
- 25% of millennials are currently parents. Projections show that in 10–15 years, 80% of millennials will be parents.
- Single parents with children under 18 in the household are the most likely household composition to purchase LISTERINE® mouthwash.

Secondary Target Consumer – Generation Z

- There are 68.6 million Gen Zs in America.
- 60% of Gen Z (18 years or older) use some form of mouthwash and 40.7% use LISTERINE® specifically, making them 11% more likely than the general population to use LISTERINE® products.
- 42.2% of Gen Zs follow the buying habits of “swayable shopaholics.”
- Gen Z is 50% more likely than the general population to purchase products advertised on social media.
- 54% of Gen Zs said they spend at least four hours daily on social media, and 38% spend even more.

BRAND ANALYSIS

PRODUCT

#1 selling mouthwash brand in the United States; #1 dentist and hygienist recommended brand; Recyclable packaging; Natural, plant-inspired formula; Alcohol and non-alcohol-based options; Limited refill options.

PRICE

Prices range from \$6.49 to \$15.99 depending on product type (flavor, size, purpose, etc) and retailer; Crest, ACT and Colgate mouthwash products are similarly priced; Therabreath and Hello mouthwash products are significantly more expensive.

PLACE

Brick-and-mortar retailers (Walgreens, Target, Walmart, CVS, Dollar General); Online retailers (Walgreens, Target, Walmart, CVS, Amazon, Rite Aid).

PROMOTION

In-person shopper marketing, coupons, rewards programs, event marketing, and advertising and marketing (both print and digital media)

CURRENT POSITIONING

"For anyone who wants a clean, healthy mouth and a winning smile, LISTERINE® is the mouthwash that combats oral disease-causing germs with a formula inspired by nature and backed by science."

PAID MEDIA ANALYSIS

LISTERINE® has been promoted on various media channels, but has mainly been using social media platforms Facebook and Instagram to advertise. They have also recently expanded to Tiktok and Pinterest.

Many of our competitors are using a multitude of media channels, such as television, radio, magazine, newspapers, and billboards.

- Crest: newspaper, magazines, TV ads
- Colgate: social media, search engines, influencer marketing
- ACT: TV commercials
- Therabreath: TV commercials

Brands in the category are weighting their paid media toward channels and vehicles most used by relevant consumer target groups.

Although LISTERINE® has been advertised on many different media channels, they should be promoted more heavily on channels besides social media, such as television, radio, magazine, newspapers, and billboards. With the rise of Tiktok, it is beneficial for them to increase their engagement and promotions on Tiktok and influencer marketing.

- LISTERINE® users: High on Tik Tok
- Crest users: High on Instagram, Snapchat, and Youtube
- Tom's of Maine users: High on Instagram, Pinterest, Snapchat, and Youtube
- Colgate users: High on Instagram, Snapchat, and Youtube
- ACT users: Instagram, Reddit, and Snapchat
- Therebreath users: Nearly all social media platforms
- Cepacol users: Pinterest
- Biotene users: Pinterest and Snapchat

CATEGORY CREATIVE ANALYSIS

LISTERINE®'s advertising messages are typically related to promoting oral health, fresh breath, and the effectiveness to kill plaque and control gum disease. They often highlight the benefits of using LISTERINE® as part of a daily oral hygiene routine and emphasize the product's ability to provide a deep clean and long-lasting freshness. LISTERINE®'s advertisements often employ visual elements of healthy smiles, confident individuals and the iconic LISTERINE® bottle to convey their messages effectively.

- Promotion of oral health, fresh breath, and the effectiveness in killing plaque and controlling gum disease.
- Emphasis on the benefits of incorporating LISTERINE® into a daily oral hygiene routine.
- Highlighting the product's ability to deliver a deep clean and long-lasting freshness.
- Utilization of visual elements such as healthy smiles, confident individuals, and the iconic LISTERINE® bottle to effectively convey their messages.

Print Ad: Mainly focus on the demonstration of product

- Theme: Freshness, fresh breath, use light blue as theme color, demonstrate product's trait, also convey the message to the consumer: how they feel after using the mouthwash.

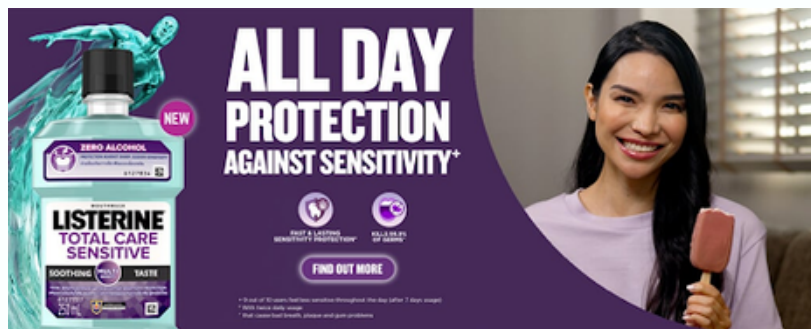


CATEGORY CREATIVE ANALYSIS

- **Functionality:** Health, clean, strong ability to kill plaque and control gum disease, demonstrate product's physical effect



- **Emotion:** Confidence, showing people's smile and bright teeth, psychological effects.



Video ad: Mainly focus on how people use and react to the product.

- **Key elements:** brush teeth, use LISTERINE®, kill bacteria, fresh breath
 - Emphasize the effectiveness to kill bacteria and how LISTERINE® keep oral deep clean by animation inside the mouth,
 - Use elements like snow mountain, ocean to imply freshness
 - Show bright teeth and smile

Competitor's campaign:

- Similar theme: fresh breath, bacteria control, better oral health
- Different focus:
 - Crest: combination of toothpaste and mouthwash
 - Colgate: long-lasting effect, 12 hrs protection and freshness
 - Scope: bad breath
 - ACT: fluoride, oral health

PUBLIC OPINION AND STAKEHOLDER ANALYSIS

Consumer Perception

Consumer opinions about LISTERINE® mouthwash are overwhelmingly positive. As this company maintains a long-term status of quality oral care, this brand is typically recognized as providing good breath and effective oral hygiene. LISTERINE® mouthwash appears on most “top mouthwash” lists in the media. Although the consumer perception of the brand is positive, there are concerns about the harsh taste in sensitive mouths.

General Trends Affecting Opinions

- **Ethical Concerns:** It can be seen in the media that ethical concerns are constantly surrounding the mouthwash category. Articles about companies deceiving consumers and TikTok videos exposing other ethical issues are something to keep an eye on.
- **Political Climate:** Politically, consumers can be indirectly influenced by healthcare stances and therefore prioritize their oral care routines, especially since Covid-19.
- **Economy:** The economy influences consumer spending habits. As there is “shrinkflation” happening in stores where we get fewer products and high prices, consumers may shy away from purchasing LISTERINE®.

News Media Coverage

News coverage may vary among locations, but many things stay constant on all media channels.

- Health and oral hygiene are more prominent than ever since Covid-19. Articles and news coverage on “What to know about mouthwash and Covid-19” are still being perpetuated. Media and news tend to highlight LISTERINE® as a trusted brand.
- Coverage of product innovation is highly seen. This includes LISTERINE®'s new mouthwash concentrate and more.

PUBLIC OPINION AND STAKEHOLDER ANALYSIS

Stakeholder Analysis

- **Consumers:** As consumers are the end-users of this product, they have a direct stake in the success of LISTERINE®. Consumer opinions shape the brand's success.
- **Parent company and shareholders:** Johnson & Johnson, the parent company of LISTERINE®, has a direct stake in the brand's success. They rely on LISTERINE®'s performance to drive revenue and maintain market share.
- **Retailers:** Retailers and distributors play a crucial role in ensuring the availability and visibility of LISTERINE® mouthwash on store shelves. Strong partnerships with retailers are essential for maintaining a market presence.
- **Oral care professionals:** Dentists and dental hygienists have a stake in LISTERINE®'s performance as they often recommend oral care products to their patients. Positive endorsements from dental professionals can significantly impact consumer perceptions.

Social Media, Personality, and Tone

- **Social Media:** Instagram, Facebook, Twitter, and TikTok, LISTERINE® maintains an active presence. Consistency of posting is prominent; however, engagement seems low. Engaging directly with consumers and cultural trends through these platforms is a place for growth. There is accessible influencer marketing that should be continued for younger consumers.
- **Personality & Tone:** Personality and tone on all platforms seem bright and welcoming. All advertisements have a lot of diversity, which perpetuates the welcoming idea. Bright colors emphasizing blue, green, and white are seen, as well as heavy stress on clean fonts and simple designs.

SOCIAL MEDIA ANALYSIS

Overall, the tone across social media platforms remains consistent with the brand's visual. However, I would specify that there are some slight differences between how different social media platforms want to interact with their users. Instagram is very clean, straightforward and informative.

Facebook uploads a lot of user based content, specifically TikTok reels that are user generated and reposted by the brand. Twitter is a platform that is used to encourage users to interact with social media. Whether it's tweeting about competitions/ challenges or posting with a specific hashtag. It also displays more evidence of brand partnerships. LISTERINE® is the least active on their TikTok platform, but all the content on their page are videos created by sponsored 'influencers'.

Follower Counts

- Instagram: 22.1k followers – following 59
- Twitter: 8.6k followers – following 43
- Facebook: accumulated over 2 million likes overall on related posts
- TikTok: 948 followers – following 21

Influencers

- Noticed a good amount of fitness/healthy lifestyle/motivational influencer partners with LISTERINE® to promote good, healthy habits (specifically on TikTok and Instagram)
- Promoting a lifestyle through the brand, attempting to motivate not just users of the product to use the product but to attach it to a specific lifestyle
- Some content coming from dental professionals → provides legitimacy to the brand and the product

SITUATION ANALYSIS

SWOT ANALYSIS

STRENGTHS

Brand Reputation
Brand Recognition
Effective Oral Hygiene
Product Variety
Dental Professional
Endorsements
Wide Distribution

WEAKNESSES

Harsh Taste
Heavy Competition
Sustainability
Promotions

OPPORTUNITIES

Growing Market
Oral Health Concern
Product Innovation
Social Media Presence
Gen Z Market

THREATS

Competitive Landscape
Changing Trends
Regulation Compliance
Negative Publicity

KEY ISSUES AND IMPLICATIONS

Issue #1 CHILDREN'S MARKETING

LISTERINE® has a rather harsh-looking logo and branding that suggest it is more so made for adults, not kids. Even the kids' products that they make do not look or feel like kids' products. Despite the look of the cartoon-like characters, the product doesn't meet the same creative standards as its competitors. A possible solution to this would be to make a deal with a popular kids' cartoon figure to make LISTERINE® kids mouthwash look more appealing. Emphasizing LISTERINE®'s line of children's mouthwash in order to establish the usage of LISTERINE® products at a young age contributes to LISTERINE®'s role as a lifetime brand.

Issue #2 GENERATION Z AUDIENCE

LISTERINE®'s lowest age group is elderly people, prompting a need to further appeal to an older audience if we are to truly be a lifetime brand. A great way to address this key issue is to further express the importance of dental health, especially for older folks. Capturing the attention of Gen Z consumers who don't overtly use mouthwash in general through targeted social media posts and securing brand deals with recognizable, relatable influencers would help LISTERINE® expand the new market.

Issue #3 Harsh Taste

Winning with mouthwash consumers that steer clear of any LISTERINE® products due to the brand's signature burn by raising awareness of LISTERINE®'s wide variety of non-alcohol-based products. The infamous "harsh taste" of LISTERINE® is well-known by its consumers and everyone else alike. Instead of shying away and trying to hide the harsh taste, which could possibly give new customers an unpleasant surprise when they try it for the first time, LISTERINE® should embrace its well-known taste. This could mean print advertisements, commercials, and social media initiatives that make an even bigger deal out of the harsh LISTERINE® taste.

CAMPAIGN STRATEGY



CONSUMER TARGETS

Primary Consumer: Millennial Parents — Persuadable Parents

There are 72.2 million millennials in America, accounting for roughly 22% of the total population of the United States [1]. This makes millennials the largest generation group in the United States. Simmons data shows that roughly 60% of millennials use some form of mouthwash and 39.3% use LISTERINE® specifically. While millennials do not account for LISTERINE®'s largest consumer group, they still account for a significant percentage.

Twenty-five percent of millennials are currently parents, and projections show that in 10–15 years, 80% of millennials will be parents [2]. Single parents with children under 18 in their household are found to be the most likely household composition to purchase LISTERINE® mouthwash. Married couples with children under 18 also account for a large percentage of LISTERINE®'s users.

According to Simmons data, those that fall into the millennial category are 37% more likely than the general population to belong in the “swayable shopaholics” buying habits category. This classification signifies that those in this grouping are highly persuaded by advertising efforts. While recent research shows that millennials widely do not trust traditional advertising, 78% of millennials have purchased a product after seeing it on social media [3].



Primary Consumer cont.

These consumers most likely value family, and more importantly, their family's health. They value work-life balance with their children [4]. They want to create experiences with their kids, and when it comes to marketing, they want authentic content that tells, not sells [5].

The key difference between millennial parents and parents in other generations is technological aptitude [6]. Millennial parents are more likely to be persuaded by online and social media marketing than any other parent group. Additionally, millennial parents are more likely to purchase health and lifestyle products, according to a study that found 58% of millennial moms conscientiously purchase organic and natural products.

Ultimately, millennial parents are a key audience that is health-conscious, family-oriented, and very online. Although they already account for a large percentage of LISTERINE® consumers, we can still do much more to tap into this demographic.

Secondary Consumer: Impressionable Instagrammers — Gen Z

There are currently 68.6 million Gen Zs living in the United States, making up roughly 20% of the total population [7]. Fifty-eight percent of all Gen Zs are adults (18 years or older), while 42% are younger (11-17) [8]. Simmons data shows that roughly 60% of Generation Z (18 years or older) use some form of mouthwash and 40.7% use LISTERINE® specifically, making them 11% more likely than the general population to use LISTERINE® products.

A recent survey found that 54% of Gen Zs said they spend at least four hours daily on social media, and 38% spend even more time than that [9]. Simmons data shows that Gen Z is 50% more likely than the general population to purchase products advertised on social media and 42.2% of those in the age group follow the buying habits of those known as "swayable shopaholics."

Secondary Consumer cont.

Gen Z values direct communication, authenticity, and relevance, and they tend to be “informed consumers,” and will often research and weigh up options before making a buying decision [10, 11]. They place high importance on brand ethics and corporate responsibility, even more so than Millennials.

Gen Z has spent their entire lives exposed to the internet, and much of it on social media; in light of the pandemic, lockdowns across the nation only heightened the amount of time the generation spends online [12]. As social media algorithms become increasingly accurate with ad placements, Gen Z only continues to base a significant number of their purchases on the online content they consume [13]. Influencer marketing is tapping into Gen Z at a high rate as teens and young adults follow lifestyle creators on platforms like Instagram, YouTube, and Tik Tok [14]. Gen Z’s constant online presence necessitates constant social media marketing from brands that want to make loyal customers out of young people



CAMPAIGN STRATEGY

Business Objectives

Because LISTERINE® is already the most widely used mouthwash brand, the ultimate business objective that this campaign will contribute is the solidification of the Brand's core values and attitudes in the eyes of the consumer. Badger Advertising Agency aims to promote LISTERINE® as a lifetime brand that serves the needs of any consumer and encourages generational use and trust in the product and the Brand overall. This campaign will highlight that LISTERINE® is dedicated to creating healthy smiles for generations to come with its wide range of products and its sustainability efforts. Overall, this campaign will prove to consumers that LISTERINE® is the brand to choose and keep choosing in years to come.

Competitive Advantage

The competitive advantage of LISTERINE® is its widely recognized position as the #1 Dentist and Hygienist recommended mouthwash brand. LISTERINE® has more than 135 years of clinical studies and scientific support and is one of the few mouthwash brands to be approved by the ADA. LISTERINE® sets itself apart from its competitors with a unique formula inspired by plants known for their disinfecting abilities combined with alcohol to produce the Brand's signature burning sensation. This unique formula has been shown to effectively prevent oral diseases and leave users with healthy mouths, thus promoting usership and brand loyalty.

Unique Selling Proposition

The unique selling proposition (USP) of LISTERINE® lies in its brand recognition, awareness, and leading position in the mouthwash industry. With its long-standing presence and proven efficacy, LISTERINE® stands out as a household name and the go-to choice for consumers seeking a reliable and effective mouthwash solution. LISTERINE®'s unparalleled brand reputation, combined with effective product positioning and advertising, makes consumers more likely to choose LISTERINE® mouthwash and try a wider range of products.

Brand Personality

The current brand personality LISTERINE® has created is one of dedication, reliability, and trustworthiness. As the leading mouthwash brand and pioneer of the mouthwash industry, LISTERINE® has established itself as a brand that consumers can trust with the health of their smiles. This campaign hopes to continue these themes but additionally hopes to establish LISTERINE® as a lifetime brand. LISTERINE® should be the brand that any consumer of any life stage or lifestyle can confidently trust to continually meet their needs on their journey through life.

Product Differentiation

- LISTERINE® has an unmatched freshness that lasts 12 hours. This is unique and emphasizing this refreshing sensation will set LISTERINE® apart.
- It is also important to highlight LISTERINE®'s superior germ-killing abilities. Proving we have a deeper level of cleanliness and potent antiseptic ingredients will set us apart.
- LISTERINE® has more product variety than any other mouthwash brand. As LISTERINE® solely focuses on mouthwash, as opposed to other oral care brands with toothpaste, whitening strips, etc., we have many more options than competitors.

Brand Positioning

LISTERINE®'s current positioning is as follows: "For anyone who wants a clean, healthy mouth and a winning smile, LISTERINE® is the mouthwash that combats oral disease-causing germs with a formula inspired by nature and backed by science." However, this campaign's desired positioning showcases the brand's emphasis on meeting every family's needs: "For any parent who wants a family of healthy mouths and bright smiles, LISTERINE® is the mouthwash that provides a comprehensive range of products to meet the diverse needs of each family member. From gentle yet effective formulations for your child to powerful solutions for adults. LISTERINE® ensures that your family enjoys the benefits of a clean and healthy mouth, fostering a lifetime of confident smiles."

Branding Strategy

Position LISTERINE® mouthwash as a product for everyone, emphasizing its accessibility across different generations. By highlighting our brand heritage and expertise, LISTERINE® could build trust and foster long-term relationships with consumers. We promote the idea of LISTERINE® as a lifetime brand, emphasizing the value of lifelong oral health commitment. Through advertising, social media promotion, packaging design, and collaborations with dental professionals, we create a strong, trusted, and recognizable brand image that resonates with consumers of all ages.

Emotions and Values

The main emotions and values we want to link with our brand are family-oriented, convenience, and playfulness. Regarding family-orientedness, we hope to highlight the role of LISTERINE® in promoting oral health for the entire family. Emphasizing how using LISTERINE® together can become a part of family traditions and routines that fosters quality time and strengthens bonds.

We also plan to incorporate convenience into our campaign. Highlighting the convenience and ease of integrating LISTERINE® into family schedules and the fast-paced lifestyles of gen z will show the effortlessness of prioritizing oral health.

Finally, including playfulness and fun in our campaign will influence both millennials and Gen Zs. Showcasing LISTERINE® as a playful and enjoyable part of a daily routine can resonate with younger parents and their children.

CAMPAIGN TIMING

The campaign will run from January 2024 through December 2024.

Television viewership is highest on Sundays and Mondays and lowest on Fridays and Saturdays [15]. This means that commercial advertising efforts should be focused on Sundays and Mondays over other days of the week and significantly lessened on Fridays and Saturdays. In terms of social media advertising and engagement, platforms such as Twitter, Facebook, and Instagram are found to have the most engagement on weekdays rather than Saturdays and Sundays [16]. Because of this, the campaign will primarily schedule advertising and posts on social media during weekdays.

While social media platforms see engagement all throughout the day, television viewership is increasingly higher in the evening (Primetime television). Because of this, we plan to schedule advertisements on various cable television channels during primetime to reach both our primary and secondary target audiences effectively.

Based on the migration patterns of millennials living in the United States, this campaign will prioritize cities such as Nashville, Seattle, and Austin during in-person promotional efforts directed toward the primary target consumers [17]. However, in-person promotional events will also take place in Los Angeles and New York City due to the large population of both cities and the number of individuals the events will likely reach. In-person promotional events directed toward the secondary target audience will take place in Minneapolis, Newark, and Los Angeles due to the cities' proximity to college campuses.

Of our \$20 million budget, \$7,897,756 will be allocated to various forms of impact media such as the NCAA Men's Basketball Championship, Monday Night Football, and product placement in strategically selected movies and television shows. \$8,142,085 will be allocated to digital media. Finally, \$2,884,050 will be allocated to traditional media vehicles including various primetime cable television channels. The remaining unassigned \$1,076,109 will go toward contingency.

CREATIVE BRIEF

Key Issues



Emphasizing LISTERINE®'s line of children's mouthwash in order to establish the usage of LISTERINE® products at a young age contributes to LISTERINE®'s role as a lifetime brand.



Capturing the attention of Gen Z consumers who don't overtly use mouthwash in general through targeted social media posts and securing brand deals with recognizable, relatable influencers.



Winning with mouthwash consumers that steer clear of any LISTERINE® products due to the brand's signature burn by raising awareness of LISTERINE®'s wide variety of non-alcohol-based products.

What the Target Will Do, Feel, and Understand

The target audience should feel confident that LISTERINE® products are crafted with care and aim to better the oral health of every individual of every life stage and lifestyle. Consumers know that LISTERINE® is a lifetime brand that has been dedicated to the prevention of oral diseases and the brightening of smiles for the last 135 years. As pioneers of the industry, LISTERINE® is the best option available in the mouthwash category.

Consumers should feel comfortable knowing that their oral health and the oral health of their loved ones are backed by years of research. The campaign should foster generations of LISTERINE® users because the target audience knows that no competitor is as dedicated to promoting oral health as passionately as LISTERINE® is.

Key Insights

Our primary consumer target is more likely to purchase LISTERINE® products than their counterparts. Additionally, both our primary and secondary consumer targets are significantly more likely than older audiences to follow their favorite brands on social media, purchase products advertised on social media, and follow influencers on social media. We also found that our secondary consumer target accounts for a large percentage of shoppers that are considered to be “swayable shopaholics,” meaning that they are largely impressionable.

Our "One Thing"

LISTERINE® is not just a brand for families; it is a lifetime brand that promotes continuity across generations. Our mission is to ensure that the benefits of LISTERINE® are available to everyone. We have a wide range of products designed for all stages of life, catering to different needs from young to old. We proudly embrace the concept of carrying on the oral care tradition, making LISTERINE® a trusted partner that accompanies individuals as they grow. By emphasizing this commitment to inclusiveness and offering products for all ages, we aim to create a lasting legacy of oral health for generations to come.

Tone



Nostalgia taps into the sentimentality of past experiences and can evoke positive emotions and a sense of familiarity. Storytelling, music, and personal connections will create this feeling.



Although our campaign stresses pathos, **logos** is an important aspect as well. Informing our consumers of the scientific facts of our product is at the heart of LISTERINE®.



An **authentic** tone can establish trust and credibility by presenting the product as genuine and reliable. Emphasizing LISTERINE®'s commitment to its customers will create loyalty.

MEMO

Who is LISTERINE® talking to?

LISTERINE® is talking to millennial parents with children under 18 years old and impressionable Gen Zs.

How should consumers feel?

Consumers should feel confident about their oral health.

Why should consumers believe us?

Consumers should believe LISTERINE® because the Brand is ADA-approved and backed by 135 years of research and experience in the industry.

What do we want consumers to do after seeing the campaign?

Make LISTERINE® their preferred mouthwash brand and influence others to do the same.

What is LISTERINE's® main message?

LISTERINE® is a lifetime brand that is dedicated to the oral health of every consumer across every generation.

Why should consumers care?

Consumers should care about purchasing LISTERINE® because they care about using the best possible products for their oral health and/or the oral health of their loved ones.

What is the key word?

Dedication.

SOCIAL MEDIA STRATEGY

We will allocate \$5,830,000, roughly 29% of our total budget, toward social media expenditures. This amount is sufficient for our strategy as it allows us to effectively advertise across a variety of platforms.

This campaign will focus advertising efforts and brand engagement primarily on Instagram, Facebook, Youtube, Tik Tok, and Snapchat. Research shows that these select platforms are popular amongst both our primary and secondary target audiences. The four most popularly used social media platforms amongst Gen Zs are Youtube (84%), Tik Tok (61%), Snapchat (58%), and Instagram (56%) [18]. Facebook is significantly less popular with only 34% of Gen Z mobile internet users visiting the app. While Facebook usage amongst Gen Z is relatively low, 87% of millennials use Facebook at least once a week [19]. Youtube and Instagram come in second and third place for most popularly used platforms by millennials with 86% using Youtube and 71% using Instagram at least once a week.

We plan to partner with a variety of influencers across these selected platforms to effectively reach our target audiences. From fashion and beauty gurus filming GRWM videos featuring LISTERINE® to “momfluencers” shopping and using LISTERINE® with their kids to trusted dental professionals giving LISTERINE® their stamp of approval, this campaign’s social media execution will establish LISTERINE® as the go-to mouthwash brand for anyone of any lifestyle. To learn more about our specially selected influencers, the content expected from them, and from Brand handles throughout the life of the campaign, visit the Social Media Plan starting on page 62.



PUBLIC RELATIONS STRATEGY

There are a number of social, cultural, environmental, and ethical considerations that this campaign must be aware of and address in order to be successful. The two that we find to be the most impactful for the success of this campaign are sustainability and diversity & inclusion.



The primary and secondary target audiences are the two most eco-friendly, sustainably-conscious generations when it comes to purchasing patterns. According to recent study, Gen Zs prefer to buy sustainable brands, and are the most willing generation to spend 10% more on sustainable products [20]. Another study showed that 75% of Millennials are eco-conscious to the point of changing their buying habits to favor environmentally-friendly products [21]. Highlighting LISTERINE®'s sustainability efforts and dedication to the environment can positively impact the Brand's reputation and reach amongst these demographics.



Diversity & inclusion are also extremely important aspects of a successful campaign – especially one targeting Gen Z. According to the Pew Research Center, Gen Z is more racially and ethnically diverse than previous generations, and 22% of Gen Zs have at least one immigrant parent [22]. In terms of education, Gen Zs are less likely to drop out of high school and more likely to be enrolled in college than previous generations. Gen Z is also the most likely out of all generations to know someone that uses gender-neutral pronouns, and 59% of Gen Zs say that official documents and forms should include gender options other than 'man' and 'woman.' Because Gen Zs are most likely to make purchase decisions based on values and principles, this campaign must show that LISTERINE® is a trusted brand that anyone and everyone can proudly purchase.

To learn more about this campaign's in-depth public relations plans and promotions to ensure the success of this campaign, visit the PR and Promotion Plan starting on page 76.

MEDIA PLAN



MEDIA OBJECTIVES

For our media plan, our objective is to appeal LISTERINE® to our primary and secondary target audiences by optimally utilizing media vehicles through research on statistics. Our primary target audience is a single millennial parent with a child under 18 years old in the household, and our secondary target audience is Gen Z. We also plan to expand our brand to new consumers and audiences. Our media plan will help increase exposure for LISTERINE® to gain and maintain brand loyalty from consumers.

MEDIA APERTURE

We will allocate our \$20 million budget toward different media forms, specifically impact media, digital media, and traditional media. Our campaign will run from January 2024 to December 2024. We have collected research and statistics to advertise our campaign using the most effective mediums for our target audiences. Most of our budget will be allocated toward digital media as this is the most effective form for our target audiences.

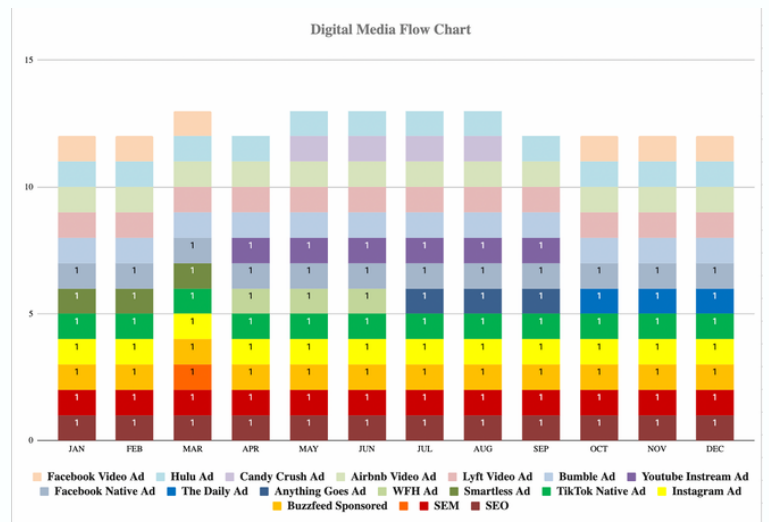
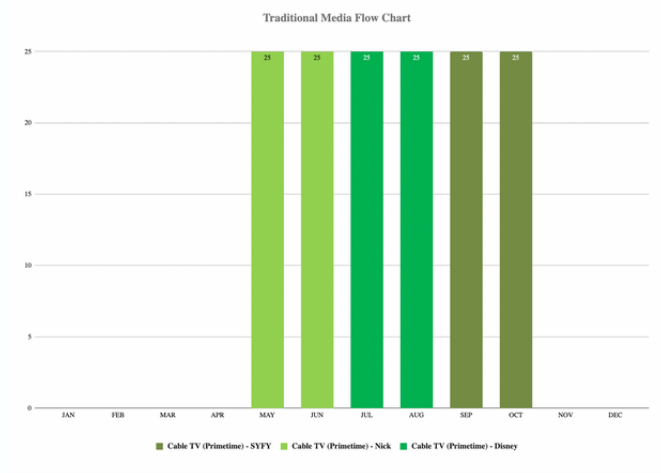
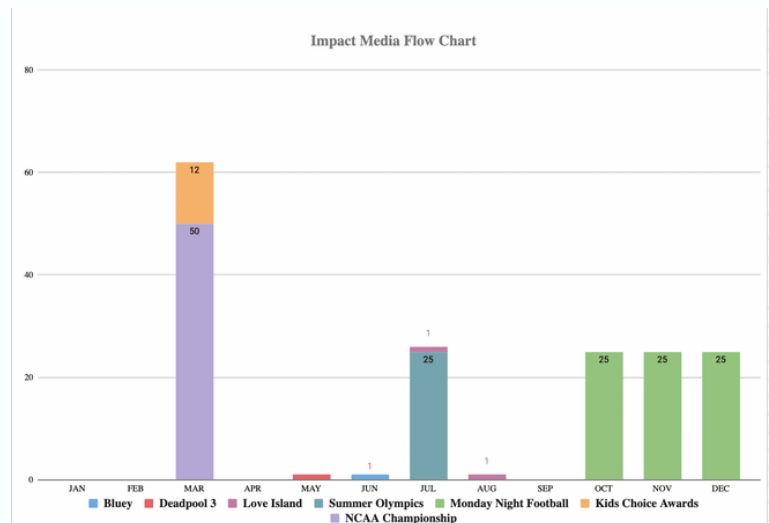
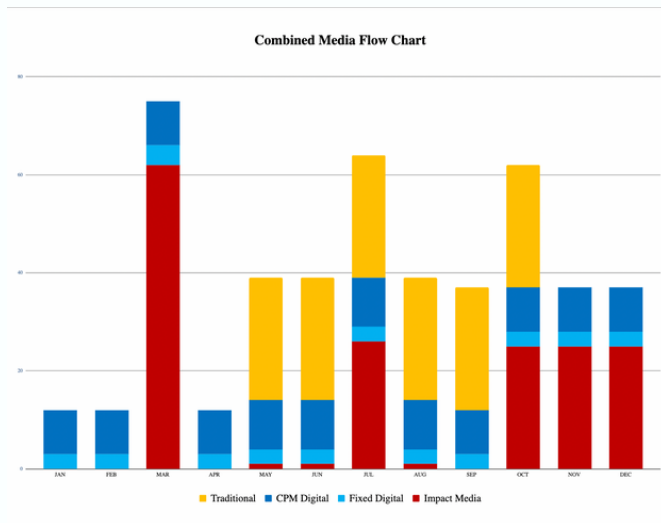
We will have many of our media vehicles continue throughout the entire year, including a BuzzFeed sponsored article, search engine optimization, Google search engine marketing, an Instagram ad, a Tiktok native ad, a Bumble ad, a Lyft video ad, an Airbnb video ad on app, and a Hulu ad. This is to help repetitive exposure of the brand for branding.

Many other media vehicles will be advertised depending on when the event occurs, including our sporting events, award shows, and product placement ads.

Some of our media vehicles will be executed to ensure longevity of our campaign, including our podcasts. All of our podcast advertisements will be executed with 1 ad per week for 13 weeks. Other media vehicles have a special time when they are advertised, such as our Snapchat filters that will appear during "Fresh Breath Day."

Our traditional media vehicles will all be executed during primetime to maximize exposure.

MEDIA SCHEDULE FLOWCHARTS

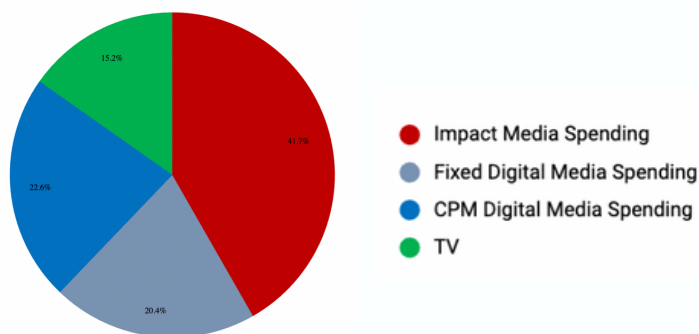


We dedicated the majority of our budget toward digital media vehicles as we found this strategy to be the most effective for our target audiences. Our media plan focuses heavily on longevity throughout the campaign maximize branding strategies increasing brand loyalty. We have advertisements throughout the entire year with some tailored toward specific shows and events. Our impact media is based on the times that the event occurs. Our digital media will be executed heavily throughout the entire year. Finally, our traditional media will be distributed evenly with a focus during the summer.

We have \$1,076,109 saved for contingency to help with feedback from consumers, PR situations, and other forms of marketing such as influencer marketing.

TOTAL MEDIA BUDGET

Impact Total: \$7,897,756.00
Digital Total: \$8,842,085.00
Traditional Total: \$2,884,050.00
Total Spending: \$18,923,891.00
Contingency: \$1,076,109



IMPACT MEDIA

Impact media will help our campaign advertise through sporting events, product placement, and award shows.

MEDIA CATEGORIES	UNIT ALLOC.	GRP PER UNIT	COST PER GRP	\$ ALLOCATION
NCAA Championship and Final Four	2	25	\$ 35,674.00	\$ 1,783,700.00
Love Island Episodes	2	1	\$ 500,000.00	\$ 1,000,000.00
Deadpool 3	1	1	\$ 1,000,000.00	\$ 1,000,000.00
Kids Choice Awards	1	12	\$ 28,888.00	\$ 346,656.00
Monday Night Football	3	25	\$ 35,674.00	\$ 2,675,550.00
Summer Olympics	1	25	\$ 35,674.00	\$ 891,850.00
Bluey Episode	1	1	\$ 200,000.00	\$ 200,000.00

Impact media total allocation: \$7,897,756.00

NCAA Championship and Final Four

The NCAA Championships is a sporting event that is popular amongst Gen Z, specifically college students. This will help our campaign as our secondary target audience is Gen Z. The paid media will be executed in March because that is the time that the events will occur. We recommend spending **\$1,783,400.00**, and we believe this is a sufficient amount as this event is very popular among our target audience. Gen Z makes up for a large portion of NCAA Championship and Final Four Viewers (index 160).

Love Island

Love Island is an American dating reality show that is popular amongst Gen Z, and will help our campaign as our secondary target is Gen Z. The paid media will be executed from July to August because that is when the new season is aired. We recommend spending **\$1,000,000.00**, and we believe this is a sufficient amount as this will allocate 2 episodes.

Deadpool 3

Deadpool 3 is one of the most anticipated movies of 2024, and will help our campaign through product placement. The paid media will be executed in May because that is when the movie comes out. We recommend spending **\$1,000,000.00** as many people will be watching this movie when it's released.

The Kid's Choice Awards

The Kid's Choice Awards is an award show that targets our younger audience. We didn't want to allocate too much money on big award shows like Oscars, so the Kids Choice Awards was our best option. The paid media will be executed in March as this is when the show is happening. We recommend spending **\$346,656.00**, and we believe this is a sufficient amount because our younger audience will be watching this show and it's cheaper than other options.

Monday Night Football

Monday Night Football is popular among both our targets. We will have 1 commercial for 3 separate Mondays, executed the first week of October, November, and December when the season is live. We recommend spending **\$2,675,550.00**, because we have a total of 3 commercials and many of our target audiences will be watching this event. Monday Night Football is mostly targeted toward millennial parents.

The Summer Olympics

The Summer Olympics is a sporting event that is popular, not only among our primary and secondary audience but nationally. The paid media will be executed in July as this is when the event will be occurring. We recommend spending **\$891,850.00**, and we believe this is a sufficient amount because many of our target audiences will be watching this event.

Bluey

Bluey is a cartoon show that is popular among our younger audience and will be helpful through product placement for an episode. The paid media will be executed in June. We recommend spending **\$200,000.00**, and we believe this is a sufficient amount for 1 episode because it doesn't reach our target audiences, but will help expand to our younger audience. We expect an educational episode for kids to learn how to brush their teeth, floss, and use LISTERINE® mouthwash.

DIGITAL MEDIA — FIXED COST

Fixed Cost Digital Media will help our campaign through social media platforms and utilizing search engine techniques.

MEDIA CATEGORIES	UNIT ALLOC.	COST PER UNIT	\$ ALLOCATION
<i>Buzzfeed Sponsored Article</i>	12	\$ 20,000.00	\$ 240,000.00
<i>SEO</i>	1	\$ 25,000.00	\$ 25,000.00
<i>Snapchat Filter</i>	6	\$ 500,000.00	\$ 3,000,000.00
<i>Google SEM</i>	12	\$ 50,000.00	\$ 600,000.00

Fixed cost digital media total allocation: \$3,865,000.00

Buzzfeed Sponsored Article

Buzzfeed is an American Internet media that is popular among our first and secondary target audiences as we will have articles and quizzes on LISTERINE® and oral health. The paid media will be executed all year round. We recommend spending **\$240,000.00** and believe this is a sufficient amount for an article as it appeals to our target audiences. 60% of U.S. Millennials are reached by Buzzfeed

Search Engine Optimization (SEO)

SEO is important for our campaign because it is needed to help our popularity online. The paid media will be executed all year round.. We recommend spending **\$25,000.00**, and we believe this is a sufficient amount because although it is important, LISTERINE® is already the number 1 selling brand and doesn't necessarily need this kind of exposure as it's already been obtained.

Snapchat Filter

Snapchat is a social media platform that will help our campaign as many Gen Z members use Snapchat and their filters. The paid media will be executed for a total of 6 days during February 26-28 and August 4-6. August 6th is national breath day, which plays along with LISTERINE®. We recommend spending **\$3,000,000.00**, and we believe this is a sufficient amount because it appeals to our secondary target audience as many use Snapchat filters. According to Simmons data, 45.4% of Gen Z use Snapchat.

Google Search Engine Marketing (SEM)

Google SEM will help our campaign gain popularity online as our users search for keywords related to LISTERINE®. Our 10 keywords per month will be: mouthwash, kiss, hygiene, dental, oral, breathe, crest, colgate, ACT, and teeth. This paid media will be executed all year round. We recommend spending **\$600,000.00**, and we believe this is a sufficient amount as this will help our campaign with exposure on Google.

DIGITAL MEDIA — CPM

CPM Digital Media will help our campaign with advertisements through podcasts, social media platforms, streaming services, games and online applications.

MEDIA CATEGORIES	UNIT ALLOC.	CPM	IMPRESSIONS PER UNIT	\$ ALLOCATION
<i>Instagram Ad</i>	12	\$ 4.00	2,500,000	\$ 120,000.00
<i>TikTok Native Ad</i>	12	\$ 10.00	10,000,000	\$ 1,200,000.00
<i>Smartless</i>	13	\$ 18.00	150,000	\$ 35,100.00
<i>What Fresh Hell: Laughing in the Face of Motherhood</i>	13	\$ 25.00	5,000	\$ 1,625.00
<i>Facebook native ad</i>	12	\$ 7.00	10,000,000	\$ 840,000.00
<i>Anthing Goes with Emma Chamberlain</i>	13	\$ 18.00	150,000	\$ 35,100.00
<i>Youtube in-stream Ad</i>	6	\$ 10.00	500,000	\$ 30,000.00
<i>Bumble ad</i>	12	\$ 10.93	1,000,000	\$ 131,160.00
<i>Lyft video Ad on app</i>	12	\$ 8.00	2,600,000	\$ 249,600.00
<i>Airbnb video ad on app</i>	12	\$ 8.00	1,000,000	\$ 96,000.00
<i>The Daily Podcast - NYT</i>	13	\$ 18.00	250,000	\$ 58,500.00
<i>Candy Crush (Game) Ad</i>	4	\$ 8.00	5,000,000	\$ 160,000.00
<i>Hulu Ad</i>	12	\$ 30.00	3,000,000	\$ 1,080,000.00
<i>Facebook Video Ad</i>	6	\$ 8.00	5,000,000	\$ 240,000.00

CPM Digital Media total allocation: \$4,277,085.00

Note about Podcasts: According to our Simmons data, our primary and secondary targets were 32% and 37% more likely, respectively, than the general population to have listened to a podcast within the last 30 days.

Instagram Ad

This line item will help our campaign as Instagram is very popular among Gen Z, and even used among our primary target audience. This paid media will be executed all year round. We recommend spending **\$120,000.00**, and we believe this is a sufficient amount as many of our target audiences use Instagram as a social media platform. According to our Simmons data, both our primary and secondary targets reported that Instagram and Tiktok were the most used social media platforms.

Tiktok Ad

This line item will help our campaign as our primary and secondary target audiences use Tiktok. This paid media will be executed all year round. We recommend spending **\$1,200,000.00**, and we believe this is a sufficient amount as many of our primary and secondary target audiences use Tiktok as a social media platform. According to our Simmons data, both our primary and secondary targets reported that Instagram and Tiktok were the most used social media platforms.

Facebook Native Ad

Facebook is a social media platform that will help our campaign as many of our primary and secondary target audiences use Facebook. This paid media will be executed all year long. We will allocate a total of **\$840,000.00**, and we believe this is a sufficient amount as many of our target audiences use Facebook as a social media platform.

Smartless

Smartless is a podcast that will help our campaign as our target audiences listen to this comedy podcast, ranking 4th on Spotify. This paid media will be executed from January to February, with 1 ad per week for 13 weeks (150,000 listens per ad) which will allocate a total of **\$35,100.00**. We believe this is a sufficient amount as our target audiences listen to this podcast, and podcasts tend to be a cheaper form of advertisement. This comedy podcast with Jason Bateman, Sean Hayes and Will Arnett is a currently top-ranked podcast and appeals to the podcast genre preferences of our target audiences.

What Fresh Hell: Laughing in the Face of Motherhood

What Fresh Hell is a podcast that will help our campaign as our primary target audience listens to this podcast about motherhood, a top 10 podcast on Apple podcasts. This paid media will be executed from April to June, with 1 ad per week for 13 weeks (5,000 listens per ad) which will allocate a total of **\$1,625.00**. We believe this is a sufficient amount as our primary target audience listens to this podcast. This playful parenting podcast appeals to our primary audience of Millennial parents by offering parenting advice and community.

Anything Goes with Emma Chamberlain

Anything Goes is a podcast by Emma Chamberlain that will help our campaign as many Gen Z members listen to this podcast and are influenced by this host, ranking #13 on Spotify. This paid media will be executed from July to September with 1 ad per week for 13 weeks (150,000 listens per Ad) which will allocate a total of **\$35,100.00**. We believe this is a sufficient amount as this is a very popular podcast for Gen Z. Emma Chamberlain has been the Youtube, TikTok and Instagram Gen Z personality since 2017 and now her podcast is rising in ranks as well. If there's anyone that can attract our secondary target of "Impressionable Instagrammers," it's her.

Youtube In-Stream Ad

Youtube is a social media and streaming platform that help our campaign as many of our primary and secondary audiences watch Youtube, but more specifically Gen Z. This paid media will be executed from April to September. We will allocate **\$30,000.00**, and we believe this is a sufficient amount as many of our target audiences use and watch Youtube. According to our Simmons data, 73% of our secondary target uses YouTube and 61.8% of our primary target uses YouTube.

Bumble Ad

Bumble is an online dating app that will help our campaign as their theme goes along with LISTERINE® with first dates and kisses. Target toward both our primary and secondary target audiences, but specifically our primary target which is single millennial parents with a child. This paid media will be executed all year round. We will allocate **\$131,160.00**, and we believe this is a sufficient amount as it will help target our single target audience members.

Lyft Ad on App

Lyft is a mobility service and app that will help our campaign as many of our target audiences use Lyft. This paid media will be executed all year round. We will allocate **\$249,600.00**, and we believe this is a sufficient amount as many people use Lyft.

Airbnb Video Ad on App

Airbnb is a housing service and app that will help our campaign as many of our target audiences use Airbnb. This paid media will be executed all year round. We will allocate **\$96,000.00**, and we believe this is a sufficient amount as many people use Airbnb, specifically parents. According to our Simmons data, Airbnb was the most popular “by owner” rental service.

The Daily Podcast – New York Times

The Daily is a podcast by the New York Times that will help our campaign as many of our primary and secondary audience members listen to this podcast. This paid media will be executed from October to December with 1 ad per week for 13 weeks (250,000 listens per Ad) which will allocate a total of **\$58,500**. We believe this is a sufficient amount as this is a popular podcast among our target audiences. This podcast is one of the most streamed podcasts in the world and is a quick listen for commuting to work or walking to class.

Candy Crush (Game) Ad

Candy Crush is a game that will help our campaign as it expands our ads to games. Many of our target audience members play this popular game. This paid media will be executed from May to August. We will allocate **\$160,000.00**, and we believe this is a sufficient amount as many of our primary and secondary target audiences play this game. This also could target our younger audience. According to Simmons data, more than half (53.6%) of our primary target plays Candy Crush.

Hulu Ad

Hulu is a streaming service that will help our campaign as many of our primary and secondary target audiences use Hulu as a streaming service. This paid media will be executed all year round. We will allocate **\$1,080,000.00**, and we believe this is a sufficient amount as it appeals to our target audiences. According to our Simmons Insights data, Hulu was the most popular streaming service subscribed to for our target audience.

Facebook Video Ad

A Facebook video ad will help our campaign as many of our primary and secondary target audiences use Facebook. This paid media will be executed from January to March, and from October to December. We will allocate **\$240,000.00**, and we believe this is a sufficient amount as we already have a Facebook ad.

TRADITIONAL MEDIA

Traditional media will help our campaign through advertisements on cable television.

MEDIA CATEGORIES	GRPS	CPP	\$ ALLOCATION
<i>Cable Television (Primetime) - Disney</i>	50	\$ 19,227.00	\$ 961,350.00
<i>Cable Television (Primetime) - Nick</i>	50	\$ 19,227.00	\$ 961,350.00
<i>Cable Television (Primetime) - SYFY</i>	50	\$ 19,227.00	\$ 961,350.00

Traditional Media Total Allocation: \$2,884,050.00

Cable Television (Primetime) - Disney Channel

Disney Channel is a television channel that will help our campaign as it appeals to our primary target of millennial moms and children in the household. This paid media will be executed from July to August. We will allocate **\$961,350.00**, and we believe this is a sufficient amount as Disney is a popular channel that our target audiences use, with an index of 327, according to Simmons.

Cable Television (Primetime) - Nickelodeon

Similar to Disney, Nickelodeon is a television channel that will help our campaign as it appeals to our primary target of millennial moms and children in the household. This paid media will be executed from May to June. We will allocate **\$961,350.00**, and we believe this is a sufficient amount as Nickelodeon is a popular channel that our target audiences use, with an index of 121 according to Simmons.

Cable Television (Primetime) - SYFY

SYFY is a television channel that had the most over index on Simmons Insights (Index 560) appealing to our target audiences. This paid media will be executed from September to October. We will allocate **\$961,350.00**, and we believe this is a sufficient amount as SYFY is a popular channel that our target audiences use.

CREATIVE PLAN



EXECUTIVE SUMMARY

Our "Fresh Breath For Life" campaign leverages LISTERINE®'s strong brand recognition and versatility to captivate both Persuadable Parents (Millennial Parents) and Impressionable Instagramers (Gen Z). Our dynamic creative strategy highlights LISTERINE®'s adaptability across life stages, family scenarios, and diverse lifestyles. Through impactful media placements, engaging TV commercials, platform-specific social media content, and relatable podcast ads, our campaign transforms LISTERINE® into an energetic, relatable, and trustworthy companion that ensures lifelong freshness for every individual, cementing its position as a leading mouthwash brand while embracing an optimistic and approachable brand personality.

THE BIG IDEA

A continuous theme that will run throughout our campaign is the idea that LISTERINE® provides consumers "Fresh Breath For Life", highlighting LISTERINE®'s commitment to providing consumers with the freshness they need in every moment of life regardless of their lifestyle or life stage. "Life" encompasses different interpretations, including life stages, family life, and lifestyles, all underlining the idea that LISTERINE® is a lifetime brand that satisfies various needs of consumers.

- **Life Stages:** From childhood to adulthood and beyond, LISTERINE® supports everyone at every stage of life. Whether it's a child's first day of school, a teenager's stressful first date, a college student's graduation, or a young couple's wedding day, LISTERINE® ensures that every milestone of life has a fresh breath
- **Family Life:** LISTERINE®'s diverse range of products meets the needs of families of all shapes and sizes. Whether you are a family with kids or a young adult ready to start your own family, LISTERINE® mouthwash is a reliable lifetime choice.
- **Lifestyle:** Everyone has a unique lifestyle. Whether you're an outdoor adventurer or a quiet reader, whether you like spicy food or prefer no harsh tastes, LISTERINE® products are designed to adapt to your lifestyle and give you choices that fit your needs.

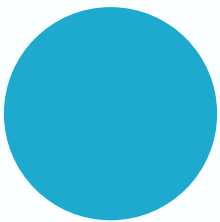
UNIQUE SELLING PREMISE

The unique selling premise of LISTERINE® mouthwash is LISTERINE®'s brand recognition, awareness and leading position in the mouthwash industry. With LISTERINE®'s brand recognition, our campaign's creative elements emphasized that LISTERINE® is a lifetime brand that caters to a wide range of needs, ages and lifestyles. Through TV commercials, social media ads and podcast ads, we aimed to raise the target market's awareness of LISTERINE® mouthwash's versatility and compatibility with various demographics. LISTERINE® offers customers fresh breath for life, regardless of what stage of life they are in, what role they play in the family, or what lifestyle they have, there is a LISTERINE® product to suit their needs.

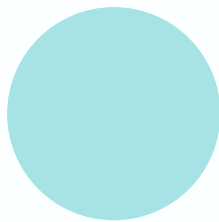
UNIFYING ELEMENTS

Our Tagline is "Fresh Breath For Life", which will serve as the campaign's central message and key identifier. It will be prominently featured in all promotional actions, ensuring that the audience associates LISTERINE® with lifetime freshness. "Fresh Breath For Life" will appear as a tagline at the end of TV commercials. For digital media, we use "Fresh Breath For Life" as a hashtag on Instagram and other social media platforms. We will also mention "Fresh Breath For Life" as a slogan in our podcast ads.

Our campaign theme color will be a combination of "LISTERINE® Blue", "Mouthwash Mint", "Light Gray", and "Fun Pink". These four colors come from signature products of LISTERINE®. "LISTERINE® Blue" and "Mouthwash Mint" stand for the freshness that echoes with our theme "Fresh Breath For Life". "Light Gray" and "Fun Pink" add to the variety and creativity to the campaign to fit more subtopics like children's marketing ads and social media/dating app ads.



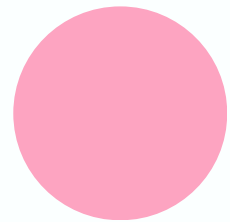
LISTERINE® Blue
#1DAACE



Mouthwash Mint
#A7E2E5



Light Gray
#E8E8E8



Fun Pink
#FDA4C1

TARGET AUDIENCE APPEAL

Our campaign appeals to our primary and secondary target audience through different mediums and creative messages distribution, specifically targeting different audiences' need and want. By selecting specific platforms and places to advertise, we have strategically positioned our brand content to be viewed and consumed by our target audiences.

Primary Target: Persuasive Parents (Millennial Parents)

For our primary target audience, our creative message focuses more on life stage and family life behind the main theme "Fresh Breath For Life". We appeal to the primary target by emphasizing the creative message that LISTERINE®'s wide ranges of products can meet all needs of every life stage and every family member at all ages. Our creative approach includes TV commercials, social media ads and podcast ad that will run through impact media (Kids Choice Awards), digital media (Instagram, TikTok, Bumble, Twitter, Smartless, What Fresh Hell) and traditional media (Disney, Nickelodeon). Our primary target audience are the heavy viewer and user of these media channels, distributing ads on these channels can effectively reach them.

Secondary Target: Impressionable Instagramers (Gen Z)

For the secondary target audience, our creative message focus on emphasizing LISTERINE® various products can suit every lifestyle and preference to maintain "Fresh Breath For Life". As young adults, Gen Z has a higher pursuit for living quality and lifestyle and is more willing to explore new things. By introducing the versatility of LISTERINE®'s products in a creative way that suit their lifestyle, Gen Z will be more likely to be persuaded to try LISTERINE®'s products. We will execute TV commercials, social media ads, podcasts ads on channels that have heavy Gen Z audience, including impact media (NCAA Championship, Monday Night Football, Summer Olympics), digital media (Instagram, TikTok, Snapchat filter, Anything Goes with Emma Chamberlain), traditional media (SYFY, Hulu).

BRAND EMPHASIS

The unique properties of the LISTERINE® brand are emphasized through a consistent and repetitive message: "Fresh Breath For Life." This tagline serves as the central message and key identifier of the campaign, consistently appearing in all promotional actions to ensure that the audience associates LISTERINE® as a brand that provides fresh breath for every moment of life. Through execute diverse creative messages that focus on different aspects idea, we emphasis that LISTERINE® satisfies various needs of consumers throughout their lives.

Moreover, the emphasis on brand recognition and leading position in the mouthwash industry highlights LISTERINE®'s long-standing reputation and trustworthiness. It will make our audience more convinced of the quality and efficacy of our products and therefore more likely to be persuaded by our creative messages.

BRAND PERSONALITY ALTERATIONS

The current brand personalities of LISTERINE® are dedication, reliability, and trustworthiness. As a leading mouthwash brand, LISTERINE® has earned the trust of consumers when it comes to oral health. Our campaign aims to build upon these personalities while also shaping LISTERINE® as a lifetime brand, making target audience perceive LISTERINE® mouthwash from a normal product into a dynamic, relatable and engaging entity.

By emphasizing the tagline "Fresh Breath For Life" and showcasing the versatility of LISTERINE® products in various life stages and lifestyles, we seeks to establish LISTERINE® as a vibrant, energetic and optimistic brand that accompany consumer at any point throughout life's diverse experiences.

#FRESH BREATH FOR LIFE



BRAND PERSONALITY ALTERATIONS



Instagram Post

Through a wide range of creative approaches, like storyboards, social media posts, TV commercials, and podcast ads, LISTERINE®'s brand personality comes to life in diverse and appealing forms. Instead of merely stating its benefits, our campaign shows how LISTERINE® enriches different life experiences, from childhood to adulthood, from family gatherings to personal adventures, and from quiet moments to bold endeavors. These details create a sense of authenticity and relatability in the brand personality, allowing consumers to see themselves reflected in LISTERINE®'s messages.



Bumble Pop-up Ad



Facebook Post

Additionally, the use of various theme colors adds a playful and creative element to the brand personality. These colors not only draw from LISTERINE®'s signature products but also create visual associations with freshness, love, and freedom, thus, appealing to diverse target audiences.

CREATIVE EXECUTION

Impact and Traditional Media



- **TV commercial:** *Fresh Breath For Life*
- **Distribution Channel:** Kids Choice Awards, Disney Channel, Nickelodeon Channel.
- **Target Audience:** Persuasive Parents (Millennial Parents)
- **Rationale:** This TV commercial will appear on the kids and family channels. The primary audience targeted is Persuasive Parents (Millennial Parents). The concept of "Fresh Breath For Life" is conveyed through the story of how LISTERINE® products accompany a child on every important moment from childhood to maturity. Through a warm and sympathetic narrative, we portrayed LISTERINE® as a trustworthy brand that can be used for a lifetime, thus inspiring Millennial Parents to purchase LISTERINE® products with different functions for their family members of all ages.

CREATIVE EXECUTION

Impact and Traditional Media

- Storyboard of TV commercial: *Fresh Breath For Life*



Scene 1:

Little Kristine is rushing out of the house for her first day of school. She quickly rinses her mouth with kids LISTERINE® in the middle of her hectic environment. She sets it on the counter and runs to the bus.



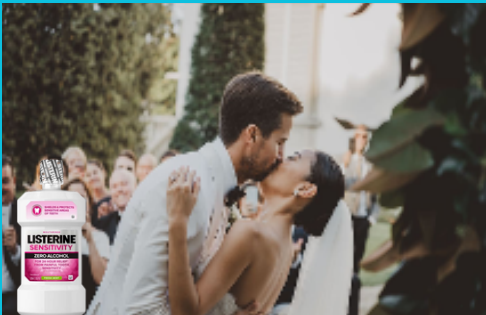
Scene 2:

Kristine is entering adolescence. Before an important moment such as a first kiss requires some attention to breath. Kristine uses LISTERINE® rose flavor mouthwash then kisses the boy behind.



Scene 3:

Kristine is celebrating the next big moment in her life, college graduation! She dressed in her bachelor's uniform, rinsed her mouth with LISTERINE® mouthwash and smiled with confidence.



Scene 4:

Kristine is celebrating the next big moment in her life, college graduation! She dressed in her bachelor's uniform, rinsed her mouth with LISTERINE® mouthwash and smiled with confidence.



Scene 5:

Kristine is celebrating the next big moment in her life, college graduation! She dressed in her bachelor's uniform, rinsed her mouth with LISTERINE® mouthwash and smiled with confidence.



Scene 6:

Kristine is celebrating the next big moment in her life, college graduation! She dressed in her bachelor's uniform, rinsed her mouth with LISTERINE® mouthwash and smiled with confidence.

CREATIVE EXECUTION

Impact and Traditional Media

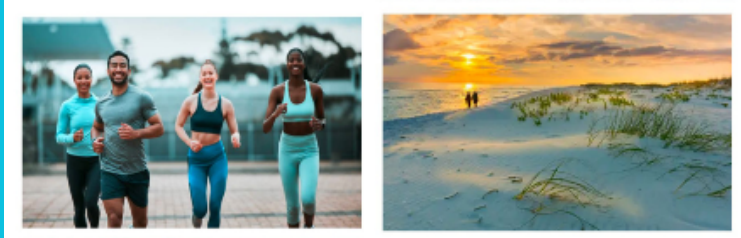


- **TV commercial:** *Fresh Breath For Every Lifestyle*
- **Distribution Channel:** NCAA Championship and Final Four, Monday Night Football, Summer Olympics, SyFy Network, Hulu.
- **Target Audience:** Impressionable Instagramers (Gen Z)
- **Rationale:** This video advertisement will be featured on popular sport events and mainstream TV channels to appeal to Gen Z audience who have strong personality and lifestyle and willing to try more possibilities. This ad primarily targets those that do not use mouthwash or do not purchase LISTERINE® products due to the brand's signature "burn" by showing that there are various products from LISTERINE® that can fit your lifestyle. LISTERINE® advocates "whatever what lifestyle you are in, there is one LISTERINE® mouthwash fit your need". The ad hopes to raise awareness of LISTERINE®'s non-alcohol-based products so that consumers feel comfortable purchasing a product they'll enjoy.

CREATIVE EXECUTION

Impact and Traditional Media

- **Storyboard of TV commercial: *Fresh Breath For Every Lifestyle***



SCENE 1:

The camera focuses on an individual running, lifting weights, and pushing themselves to the absolute limit physically. Energetic, "get your veins pumping" kind of music is playing in the background.

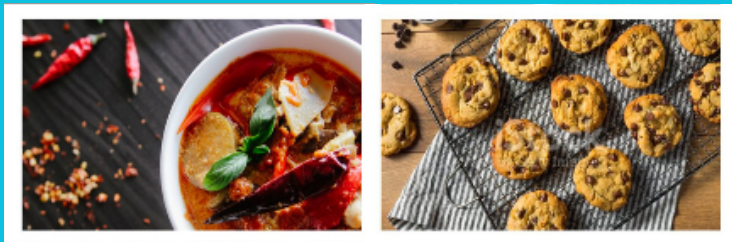
The screen quickly changes to a couple slowly walking hand in hand down the beach, laughing and watching the sunset. The music has changed. A quiet, melodic tune can barely be heard over the sounds of the ocean waves.



SCENE 2:

Now the camera focuses on various athletes. One is kickboxing, another playing an intense game of tennis, and another training for their next soccer match. The high-energy music returns as the athletes give their all.

The music flips once again as the camera changes focus on a woman reading quietly in her home. She sits in front of the fireplace with a warm cup of tea, she represents the pinnacle of relaxation.



SCENE 3:

The camera now focuses on a sort of "Friendsgiving." A group of friends are out to eat at their favorite restaurant and when the time comes to order their food. One can't help but ask for their chicken curry to be "extra spicy."

The camera changes focus once again to a mother and her two kids baking cookies in their kitchen. Chocolate chips are scattered across the countertop and flour adorns their clothes as the three bite into their fresh-baked treats.



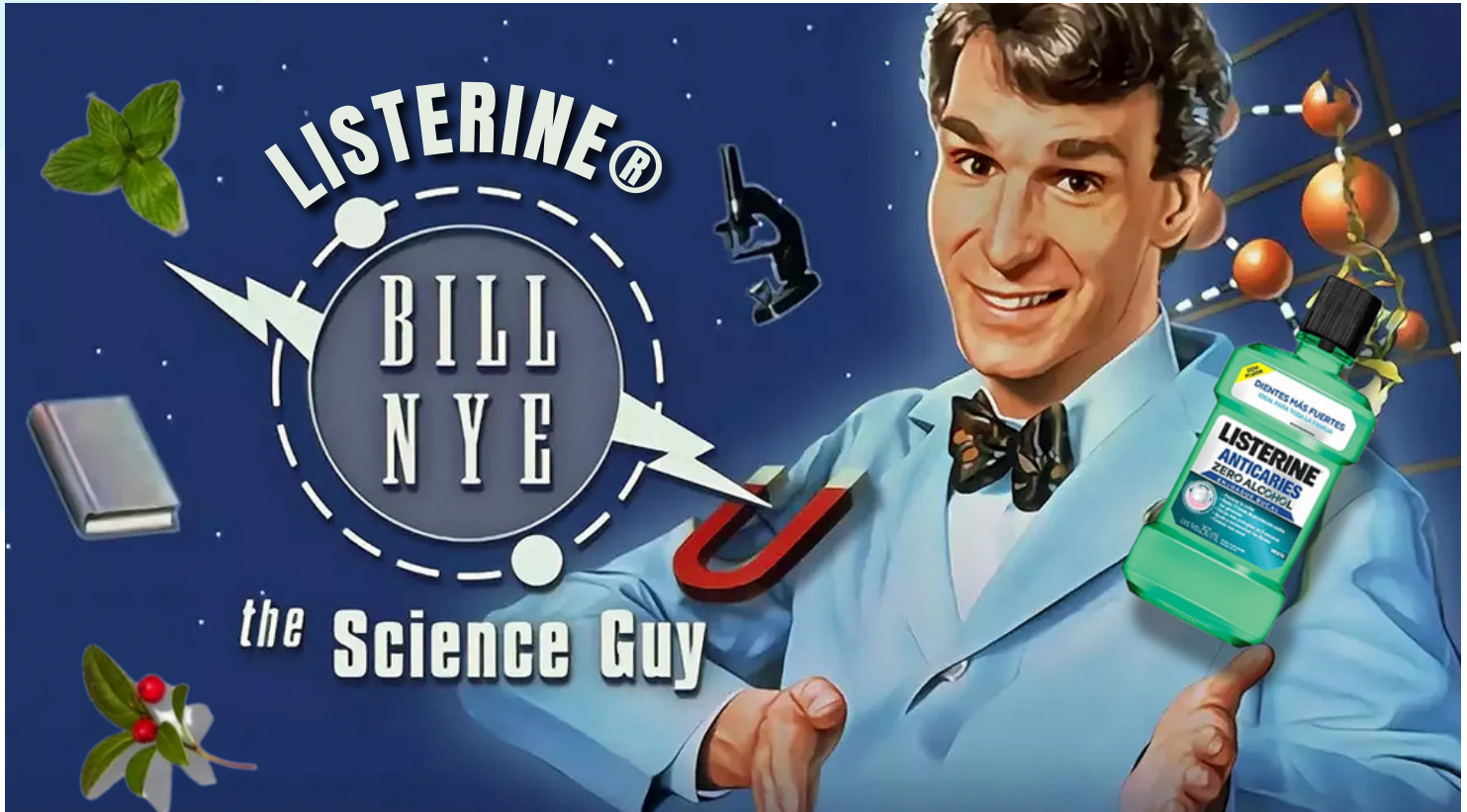
SCENE 4:

The final shots feature two different individuals going about their morning routines. The first rinses their mouth with LISTERINE®'s Freshburst, enjoying the signature "burn" of the product. The second uses LISTERINE®'s Cool Mint Zero, which is not alcohol-based.

Voiceover: "Every LISTERINE® user has a different lifestyle, which means every user should have a different mouthwash catered exactly to them. Whether you live for the burn or go with the flow, LISTERINE® is here for you every lifestyle."

CREATIVE EXECUTION

Impact and Traditional Media



- **TV commercial:** *Bill Nye - The Science of LISTERINE®*
- **Distribution Channel:** Kids Choice Awards, Disney Channel, Nickelodeon Channel.
- **Target Audience:** Persuasive Parents (Millennial Parents)
- **Rationale:** This TV commercial featuring Bill Nye effectively combines the credibility of science with the appeal of a beloved figure to engage the target audience of persuasive millennial parents. The use of Bill Nye as a spokesperson adds authenticity and scientific authority to the product's claims, while his energetic and educational demeanor appeals to both parents and children. The choice of kids and family channels ensures that the commercial reaches a family-oriented audience, especially millennial parents who are likely to be watching these channels with their children. The commercial's emphasis on science-based benefits addresses the rational side of the target audience's decision-making process, assuring them that LISTERINE® is a reliable and effective choice for their family's oral health.

CREATIVE EXECUTION

Impact and Traditional Media

- Storyboard of TV commercial: *Bill Nye – The Science of LISTERINE®*



Scene 1:

Alarms sounding as it pans through Nye Labs and experiments are everywhere. A bright and colorful laboratory set with various scientific equipment. Bill Nye, wearing his signature lab coat and bowtie, stands at a table holding a bottle of LISTERINE®



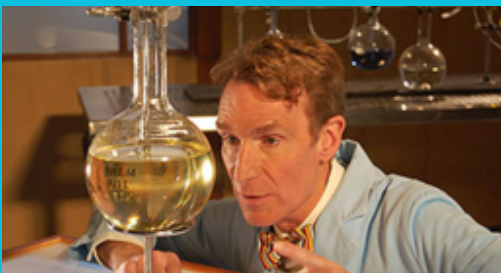
Scene 2:

"Hey there, everyone! It's Bill Nye the Science Guy, and today we're diving into the fascinating world of... LISTERINE®! Did you know LISTERINE® penetrates deep into the layers of bacteria that build up in our mouths?"



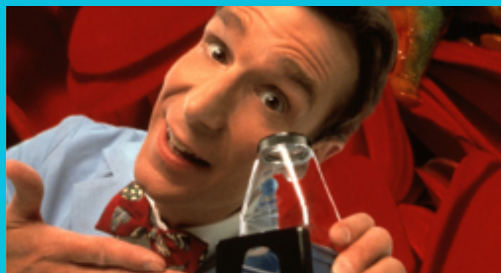
Scene 3:

"LISTERINE® is more than just a mouthwash. It's a powerful formula designed to help keep your mouth clean and fresh. The unique formula consists of four essential oils- eucalyptol, methol, thymol and methyl salicylate.... Pretty cool right?"



Scene 4:

On one side, Bill Nye explains scientific facts about oral health using colorful graphics and animations. On the other side, a parent and child are using LISTERINE®, demonstrating the product's usage.



Scene 5:

"This formula sweeps through the mouth, tackling hard-to-reach places and fighting through layers of plaque to leave your mouth clean and fresh. That's why LISTERINE® mouthwash is the only mouthwash I trust....it's just science!"



Scene 6:

Cut to Bill Nye holding a LISTERINE® bottle with a confident smile. "I'm Bill Nye, the Science Guy and I approve this message. Use LISTERINE® and stay Fresh Breath for Life!"

CREATIVE EXECUTION

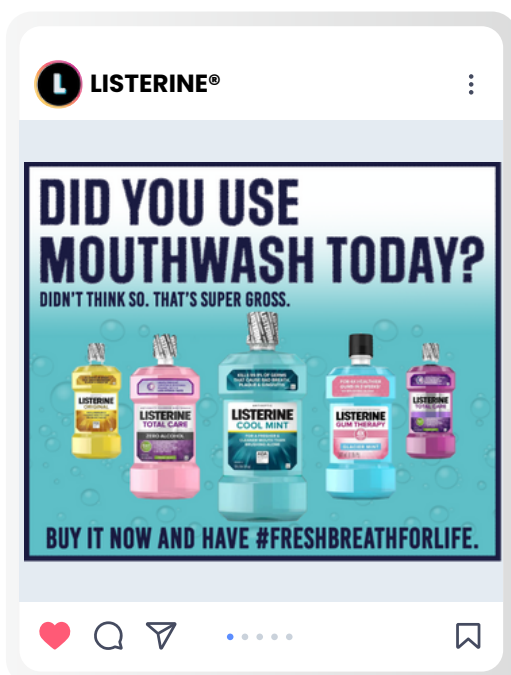
Digital Media

- Platform-specific social media tools

INSTAGRAM NATIVE ADVERTISING



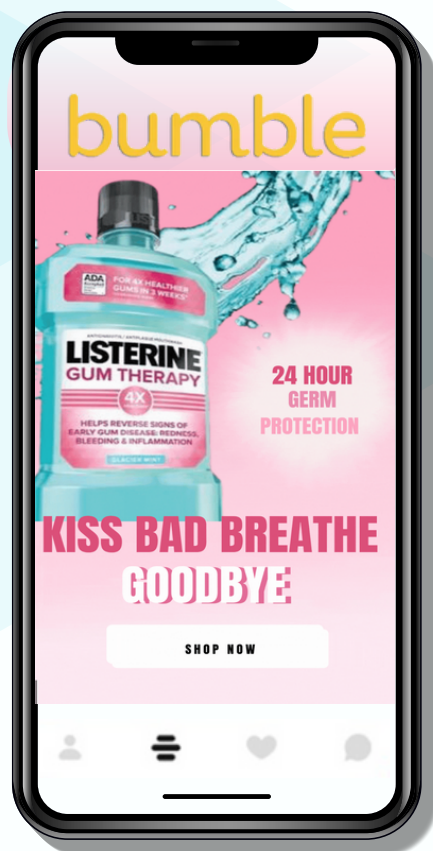
The intended message of this Instagram ad is to persuade Millennial Parents to choose LISTERINE® kids mouthwash for their children, showcasing its strength and benefits, particularly its non-alcohol-based ingredient. The ad aims to address parents' safety concerns by assuring them of the product's gentleness and efficacy, promoting oral health and fresh breath for kids. There are also series of similar Instagram stories that show LISTERINE®'s variety of products to satisfy different needs within a family unit. With Instagram being a popular platform for both primary and secondary targets, the ad strategically targets Millennial Parents who are likely active on the platform. The link to the LISTERINE® website under an Instagram story simplifies the purchasing process, enticing parents to take action and prioritize their children's oral health with LISTERINE® mouthwash.



This ad is targeted toward this campaign's secondary target audience Impressionable Instagramers (Gen Z). By using a media vehicle such as Instagram, this ad will reach a large portion of this audience as Instagram is a widely used platform amongst Gen Z. Additionally, this ad caters to the humor and blunt honesty that is often associated with Gen Z's online landscape, fostering a genuine and engaging connection with Gen Z target.

CREATIVE EXECUTION

BUMBLE POP-UP ADVERTISING



This ad will appear on the Bumble app as a pop up. We decided to use Bumble as an outlet as it is immensely popular among Gen Z and Millennials. Single millennial parents tend to favor Bumble as a dating app and as that is our main target audience this should land well. The idea of "kissing bad breath away" is a play-off of the dating app itself and has direct links to buy out products.

Just as Bumble empowers individuals to forge meaningful relationships, LISTERINE®, with its wide range of refreshing mouthwashes, ensures that bad breath is never a hindrance to those romantic experiences.



The other pop-up add highlights LISTERINE® original flavor mouthwash to emphasize the concept of "Spark original confidence", which encourage people to be themselves and stay confidence with themselves. Related to the meaning of Bubble, this ad aims to encourage our primary target audience, Millennial Parents, especially for single parents to bravely and confidently pursuing their love and desire, with the companion of LISTERINE® ORIGINAL mouthwash.

This ad also appeals to Gen Z, a generation that celebrates authenticity and self-expression. The concept of being yourself echo with their desire of being genuine and embracing one's true identity.

CREATIVE EXECUTION

SNAPCHAT FILTER



Snapchat is one of the most popular social media among Gen Z target according to our Simmons data. Deploying a LISTERINE® Snapchat filter could effectively engaging them in a platform where they naturally spend significant time. The intended message is to showcase LISTERINE® mouthwash's effectiveness in a fun way, also demonstrate the meaning that LISTERINE® brings your confident smile. With shining background, ocean wave and other visually appealing graphics, this ad appeal to Gen Z's interest with its trendy aesthetics.

LYFT ADVERTISING



Lyft's slogan "A ride whenever you need one" inspired us to run ads on the Lyft app using the tagline "A care whenever you need one" to promote the idea that LISTERINE® is your companion in every moment of your life, providing the most professional and effective experience whenever you need it. LISTERINE® is your companion at all times of your life. The ad will target both Millennial Parents and Gen Z audiences, as they are frequent Lyft users. This ad will be a pop-up ad that users will see when they open the Lyft app, helping us reach a broader potential target audience.

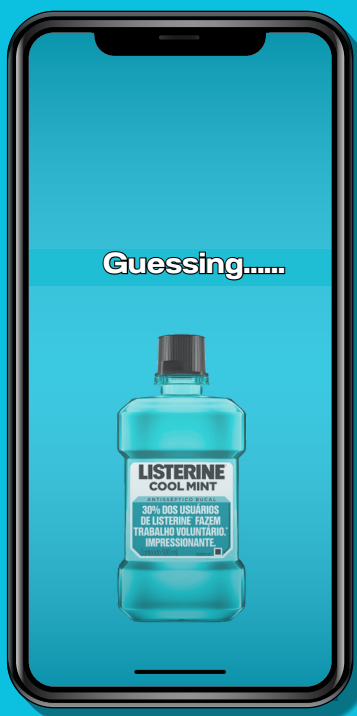
CREATIVE EXECUTION

TIKTOK VIDEO ADVERTISING



Shot 1:

Text on screen with voiceover: Want to know the most important ingredient in LISTERINE® COOL MINT?



Shot 2:

Text on screen: Guessing..... with the suspenseful music gradually builds up, then screen turn black.



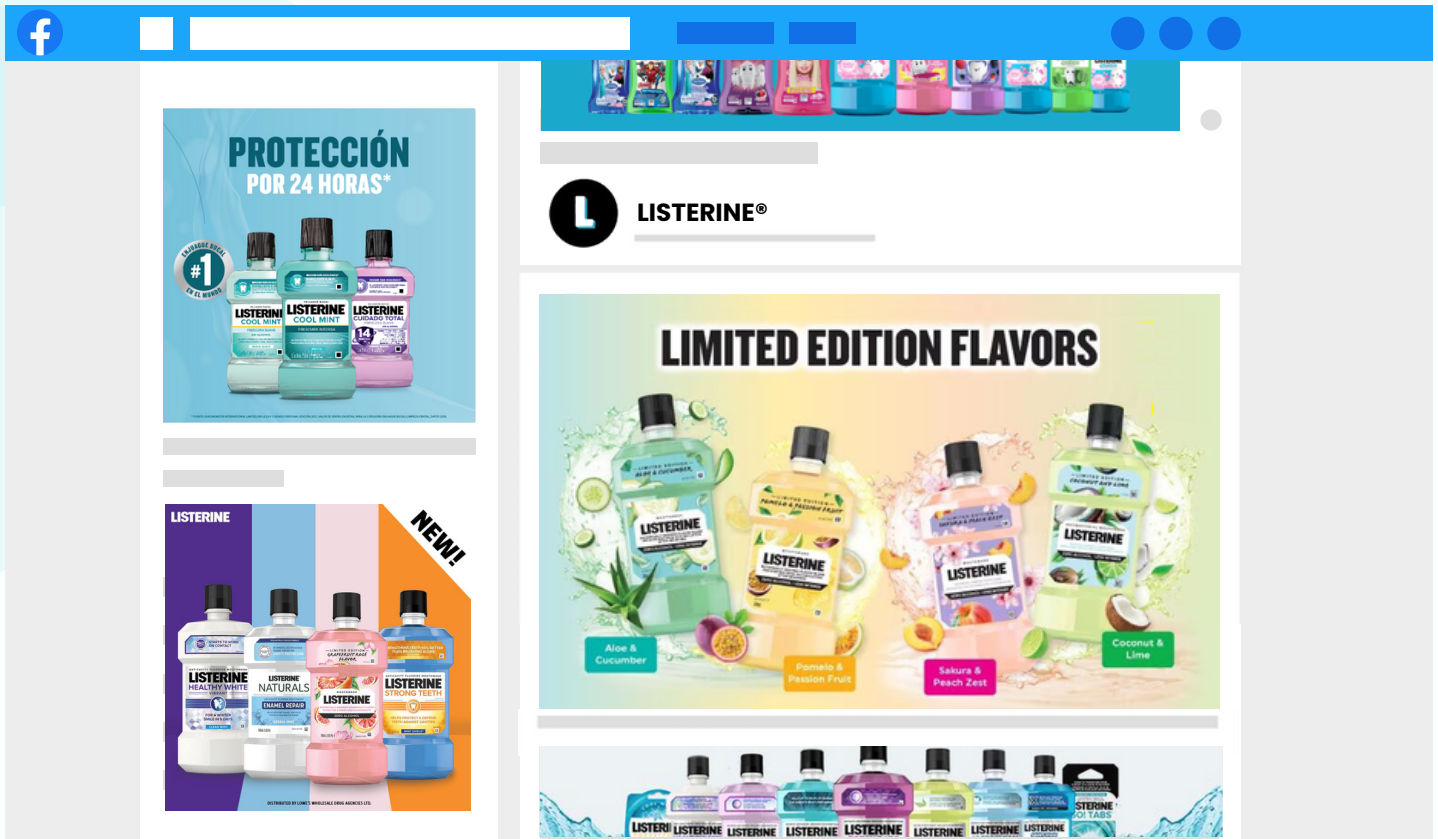
Shot 3:

A LISTERINE® COOL MINT wearing sunglasses stands on a skateboard, with text on screen: It's' COOL!!!

TikTok is one of the most popular social media platforms. Distributing short and fun video ads of LISTERINE® on TikTok can be a highly effective strategy to attract Gen Z audience. TikTok is a platform known for its vibrant, engaging, and visually appealing content that resonates well with the Gen Z audience's preferences. The short video format aligns with shorter attention spans and fits seamlessly into their fast-paced digital interactions. Also, the fun and creative nature of TikTok content aligns with Gen Z's desire for entertaining and shareable experiences. A humor video ad can easily grab their attention and encourage sharing with friends, thus creating more exposure of LISTERINE® ads to larger audience.

CREATIVE EXECUTION

FACEBOOK NATIVE ADVERTISING



Facebook advertising will mainly focus on graphics and emphasis on showing the wide ranges of LISTERINE® products like various mouthwashes with special functionality and flavors. Also, multiple colors are used to make the posters look energetic and appealing. We aim to target both Millennial Parents and Gen Z since Facebook has a large user base.

For Gen Z, the visual nature of a poster ad can quickly grab their attention as they scroll through social media feeds. The vibrant and diverse range of LISTERINE® products, coupled with appealing flavors, can pique their curiosity and align with their desire for variety and new things.

Millennial parents are often seeking convenient solutions that cater to their busy lifestyles. The poster ad can highlight LISTERINE®'s various products tailored to different needs, such as kid-friendly options or those focusing on gum health. By demonstrating the versatility of LISTERINE® products, the ad can position the brand as a reliable partner in their family's oral hygiene routines.

CREATIVE EXECUTION

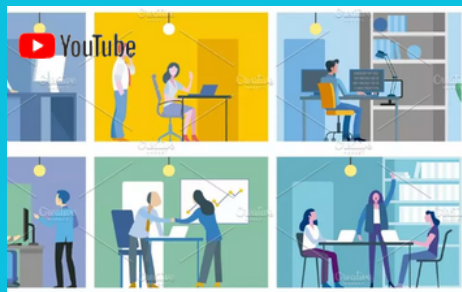
YOUTUBE VIDEO ADVERTISING



Scene 1:

A vibrant, energetic cityscape with bustling streets and diverse young people.

Voiceover: "In a world as dynamic as yours, where every moment counts, one thing should always stand out: your fresh breath. LISTERINE®, your ultimate companion for a confident life. Our range of products is as diverse as your experiences, tailored to fit every lifestyle."



Scene 2:

Cut to a quick montage of young people engaged in various activities: exercising, studying, hanging out, and working.

Voiceover: "Whether you're seizing the day with a bold presentation, igniting connections over coffee, or embracing your next adventure, LISTERINE® ensures you're always ready to shine." "With LISTERINE®, fresh breath isn't just a moment; it's a way of life."



Scene 3:

A young person confidently using LISTERINE® mouthwash before a meeting. Then show close-up shots of different LISTERINE® products: mouthwash, floss, and pocket-sized breath fresheners.

Voiceover: "With LISTERINE®, fresh breath isn't just a moment; it's a way of life. "Fresh breath for life – LISTERINE®. Elevate your every moment with confidence. "Ready to embrace a fresher, more confident you? Discover LISTERINE®'s diverse range of products today. Visit our website or your nearest store."

Our YouTube in-stream video ad intended to convey the message that LISTERINE® offers a wide range of products that cater to various lifestyles, providing long-lasting fresh breath for every life moment. The ad emphasizes that fresh breath isn't just a feeling, it's a fundamental aspect of confidence and personal well-being. LISTERINE® aims to be a trusted companion for our target audience, helping them feel confident and ready to face any situation.

This ad primarily target our Gen Z audience. This generation is known for its dynamic and active lifestyle, where social interactions, professional pursuits, and personal experiences are constantly interwoven. The ad aligns with the energetic and diverse lifestyles of Gen Z, showcasing how LISTERINE® products seamlessly fit into their various activities and moments. Also, Gen Z is at a stage where they're building their identities and entering new phases of life. Fresh breath contributes to their overall confidence, especially during social interactions, networking events, and important occasions.

CREATIVE EXECUTION

Digital Media

- Digital Game Advertising

CANDY CRUSH PRODUCT PLACEMENT



More than a half of our primary target, Millennial Parents, plays Candy Crush according to our Simmons data. This valuable insight has led us to an innovative strategy aimed at expanding our market presence onto digital gaming platforms, thereby enhancing brand exposure and engagement. We plan to place LISTERINE® kids mouthwash figure into Candy Crush game.

By incorporating the LISTERINE® Kids Mouthwash figure into the Candy Crush game, we aim to provide an enjoyable and interactive way for both Millennial Parents and their children, as well as Gen Z who are fascinating in cute and creative approaches to engage with our brand.

CREATIVE EXECUTION

Digital Media

- Podcast Advertising

THE SCIENCE OF LISTERINE®



SCRIPT:

"Oh, hey there. It's Bill Nye, the Science Guy. Did you know LISTERINE® mouthwash penetrates deep into the layers of bacteria that build up in our mouths? The unique formula consists of four essential oils – eucalyptol, menthol, thymol, and methyl salicylate... Pretty cool, right? This formula sweeps through the mouth, tackling hard-to-reach places and fighting through layers of plaque to leave your mouth clean and fresh. That's why LISTERINE® mouthwash is the only mouthwash I trust... it's just science! I'm Bill Nye the Science Guy, and I approve this message. Fresh Breath for Life."

RATIONALE: This ad will appear on the *Smartless Podcast* and *Anything Goes with Emma Chamberlin*. These podcasts and the content of this ad will draw in both of our target audiences, Millennials and Gen Z. By using our campaign strategy of Fresh Breath for Life while incorporating engaging voices such as Bill Nye will resonate with the viewer. Bill Nye is seen as a trustworthy scientist from childhood so the target audience would trust and listen to what the ad says.

CREATIVE EXECUTION

Digital Media

- Podcast Advertising

FRESH BREATH FOR EVERY LIFE MOMENT



SCRIPT:

"LISTERINE® is the best-selling mouthwash brand for anybody at any time. Whether you are just a kid, a teenager, or a parent, LISTERINE® will help you have fresh breath for life. Imagine going to your first day of middle school or experiencing your first kiss on a date. Nothing is worse than getting bullied in school or feeling embarrassed because of bad breath. To the parents, not to worry! LISTERINE® is here to help so you and your family can experience any and every life moment feeling clean and fresh. Visit [listerine.com](https://www.listerine.com) to make your child breeze through middle school, 'rizz' through high school, and ultimately, help you and your family obtain fresh breath for life!"

RATIONALE: This ad will appear on *The Daily* – this New York Times podcast is one of the most streamed in the world. It's popular among our target audiences, and with the advertisement, it will help LISTERINE® as it could be a quick listen for any user. This podcast ad will also feature on *What the Fresh* – this podcast appeals to our primary target audiences, millennial parents. With the advertisement, it will target parents, specifically mothers with children, and will help LISTERINE® gain popularity through this parenting podcast.

SOCIAL MEDIA PLAN



BUDGET RECOMMENDATION

Paid social media executions will comprise approximately **30.2%** of the overall media budget. The total spent on paid social media ads is **\$583,000** out of the total media spending of \$1,932,391. The allocation of this budget allows us to distribute our ads throughout the mainstream social media platforms that our primary and secondary targets used most. By exposing our desired audience to social media ads on various platforms and forms, our campaign could gain sufficient reach and frequency to engage our targets to take actions like purchase LISTERINE® products.

PLATFORM RECOMMENDATION

Our recommended social media platforms are TikTok, Instagram, Snapchat, Facebook, and YouTube. Instagram and TikTok are video-based platforms that will allow for engaging storytelling and visual content. They are popular among younger demographics and offer a great opportunity to use the power of influencers to engage with our targets. Facebook is a versatile platform with a diverse user base, making it suitable for reaching a broader audience with a mix of content types, including video, images, and text posts.

Snapchat's interactive features, like filters, can help create fun and engaging content that aligns with the lifestyle approach, targeting our secondary Gen Z audience. We would spend less budget on YouTube because we also allocate our media budget to specific TV channels to target our desired audience more precisely, therefore, we would focus on more interactive and real-time platforms when deciding social media platforms budget allocation.

Most of our curated content will be carried over to social media. Specifically, our platform specific content such as our Instagram story/post ad, and our Bumble ad, however, have focused on user generated content for video based platforms such as TikTok.

CONTENT APPROACH

Key elements from the creative plan that will be carried over to social media execution include the overall tone of “Trust” based on LISTERINE®’s brand reputation and awareness, and also two specific content approaches:

- **Credible and scientific:** Some social media posts and influencer videos will feature trusted dentists and doctors discussing the benefits of LISTERINE®, backed by scientific evidence and research.
- **Lifestyle:** Some social media ads and videos will showcase lifestyle influencers and trusted heads of households and their family members using LISTERINE® mouthwash in their daily routines, emphasizing the importance of trust in family and individual choices.

PLATFORM APPROACH

To adapt the content for each social media platform, we will incorporate various forms and focus on ads on different social media platforms.

- **TikTok:** Short, engaging videos will be created, featuring dentists and doctors providing quick oral care tips or demonstrating the product's effectiveness. Lifestyle influencers can also showcase how LISTERINE® fits into their daily lives in a creative and entertaining way.
- **Snapchat:** Fun and interactive content like filters and AR effects can be used to engage with a younger audience, showing them the fun side of using LISTERINE® while reinforcing the trust aspect.
- **Instagram and Facebook:** These platforms will host a mix of video content, static images, and text posts to cater to a diverse user base and capitalize on the strengths of each format.

PAID MEDIA EMPHASIS

Paid ads on the platforms will be more targeted and may have a specific call-to-action (CTA) or promotional element. We will focus on reaching a broader audience using the power of influencers to drive specific campaign goals, like increasing brand awareness, driving traffic to brand websites, and encouraging LISTERINE® product purchases.

OWNED MEDIA EMPHASIS

Owned brand handles will maintain a more organic and consistent posting frequency. We will use LISTERINE® official accounts on TikTok, Instagram, Facebook, and YouTube to post informative content about LISTERINE® brand and products to build LISTERINE® brand recognition and trust, engage with followers and users, and share content related to LISTERINE®.

- Reposting or cross-promoting content from influencer partners and trusted dentists/doctors to amplify the campaign's credibility and message.
- Sharing user-generated content that aligns with the campaign's trust theme, further reinforcing the brand's values and messaging.
- Using hashtags that align with the campaign to encourage user participation.

OWNED BRAND ACCOUNTS TRANSFORMATION

LISTERINE®'s official social media accounts needed to improve consistency in order to make the target audience more confident in the brand's image and to reinforce our campaign's theme of "Fresh Breath For Life". Therefore, the LISTERINE® accounts needed to address random or inconsistent posting schedules, generic or irrelevant content, less emphasis on the LISTERINE® Campaign theme, and inconsistent posting formats. Transformed LISTERINE® owned media accounts would have a more consistent and regular posting schedule, aligning with the social media calendar.

- Consistency of avatar, main colors, account name among all social media platforms.
- Campaign-specific content that highlights the theme "Fresh Breath For Life", while also using the content approaches (credible and scientific, lifestyle).
- Professional and credible tone when sharing scientific information.
- More informative content to introduce LISTERINE® various products categories.
- Engaging and relatable tone when sharing lifestyle-related content.

SOCIAL MEDIA CALENDAR

JANUARY

CAMPAIGN LAUNCH ACROSS
PLATFORMS

NEW YEAR'S #FRESHSTART POST
ACROSS PLATFORMS

ALLISON KUCH SPONSORED TIK
TOK

FEBRUARY

VALENTINES DAY PR POST

CHICKEN SHOP DATE
SPONSORED TIK TOK

NATIONAL TOOTH FAIRY DAY
SNAPCHAT FILTER

THE BENTIST SPONSORED
YOUTUBE VIDEO

MARCH

SAINT PATTY'S DAY POST ACROSS
PLATFORMS

MONET MCMICHAEL GRWM
SPONSORED TIK TOK

HAPPY EASTER POST ACROSS
PLATFORMS

APRIL

EARTH DAY POST ACROSS
PLATFORMS

SCARLETT AND TIANIA
SPONSORED TIK TOK

EARTH DAY YOUTUBE VIDEO ON
SUSTAINABILITY EFFORTS

MAY

ALLISON KUCH SPONSORED
INSTAGRAM POST

DEADPOOL 3 PROMO POST
ACROSS PLATFORMS

MOTHER'S DAY TIK TOK PROMO
EVENT

JUNE

CAMP LISTERINE® INFO
SESSIONS

BLUEY PROMO POST ACROSS
PLATFORMS

THE BENTIST SPONSORED TIK
TOK

JULY

CHICKEN SHOP DATE
SPONSORED INSTAGRAM STORY

LOVE ISLAND PROMO POST
ACROSS PLATFORMS

4TH OF JULY POST ACROSS
PLATFORMS

MONET MCMICHAEL SPONSORED
YOUTUBE VIDEO

AUGUST

BACK TO SCHOOL PROMO EVENT
POST

SCARLETT AND TIANIA
SPONSORED FACEBOOK POST

NATIONAL FRESH BREATH DAY
SNAPCHAT FILTER

SEPTEMBER

MONET MCMICHAEL SPONSORED
INSTAGRAM POST

LABOR DAY POST ACROSS
PLATFORMS

CHICKEN SHOP DATE
SPONSORED TIK TOK

OCTOBER

THE BENTIST SPONSORED
INSTAGRAM POST

HAPPY HALLOWEEN POST
ACROSS PLATFORMS

HALLOWEEN YOUTUBE VIDEO
ON CAVITY PREVENTION

NOVEMBER

HAPPY THANKSGIVING POST
ACROSS PLATFORMS

DECEMBER

ALPINE FRESH: ASPEN
ADVENTURE PR POST

HAPPY HOLIDAYS POST ACROSS
PLATFORMS

SCARLETT AND TIANIA
SPONSORED TIK TOK

INFLUENCER & PARTNERSHIP RECOMMENDATIONS

TYPES OF INFLUENCERS

Popular Influencers

They have a large following on social media and are followed and popular among young people. Partnering with them will help us reach a substantial Gen Z targets and broader audience. therefore, expanding LISTERINE®'s market share.

Dental Professionals

Dental professionals convey scientific advice on oral health protection to the audience through their expertise. By partnering with them, they can promote LISTERINE® mouthwash and other products from a scientific and specialized point of view, convincing the audience of the effectiveness of LISTERINE® products through their authority.

Lifestyle & Family Influencers

Mom/Family and Children influencers and lifestyle influencers usually like to share their daily routines as well as recommended lifestyle products on social media. There is a high possibility that their followers will be willing to try and buy the products they recommend because of their trust in the influencers. By partnering with these influencers, we can target our primary target millennial parents and engage with their fans to expand LISTERINE® products exposure and sales.

INFLUENCER PARTNERSHIP BUDGET ALLOCATION

We expect to spend **\$150,000** on social media influencer partnership. The allocation of budget based on their influence and followers on social media.

Influencer	Budget (\$)
Chicken Chop Date	34,000
Scarlett and Tiana	34,000
Monet McMichael	32,000
The Bentist	30,000
Allison Kuch	20,000
Total	150,000

INFLUENCER PROFILES

1 Monet McMichael

Overview:

Monet McMichael is a fashion, beauty and lifestyle content creator. She is most well-known for her makeup tutorials and laidback, facetime-like Get Ready With Me Tik Toks. Monet has countless partnerships with health, skincare, beauty and fashion brands and consistently posts promoted/sponsored content across her platforms. Monet is immensely popular and influential with the Gen Z crowd and LISTERINE® would benefit from a Get Ready With Me featuring Monet using LISTERINE® before carrying on with her routine.



Proposed Engagement:

- 1 Instagram post
- 1 TikTok video
- 1 sponsored YouTube video

Subscriber Count by Platform:

- Instagram: 1M
- TikTok: 3.5M
- YouTube: 347K

Past Partnerships:

Revolve, Bobbi Brown, Soap & Glory, Lancôme, Tarte, MAC, Amazon's The Drop, Fenty Beauty, Nars, Armani Beauty, Lululemon, Gymshark...

Proposed Partnership:

As part of Monet's iconic Get Ready With Me routine, she can be seen including the most trusted mouthwash brand LISTERINE®. This would be an opportunity to encourage her loyal followers to use the same products she is.



2 Chicken Shop Date

Overview:

Chicken Shop Date was an online dating show hosted by Amelia Dimoldenberg. On a primarily Youtube and TikTok-based series, she goes on a “date” with various celebrities, including Ed Sheeran and Jennifer Lawrence, in a local chicken shop around the UK. Her show would fit in with LISTERINE® because not only does it appeal to Gen Z, but it can play on the idea of a first date in which mouthwash would be highly encouraged.

Proposed engagement:

- 1 Instagram story post
- 2 TikTok posts

Subscriber count by platform:

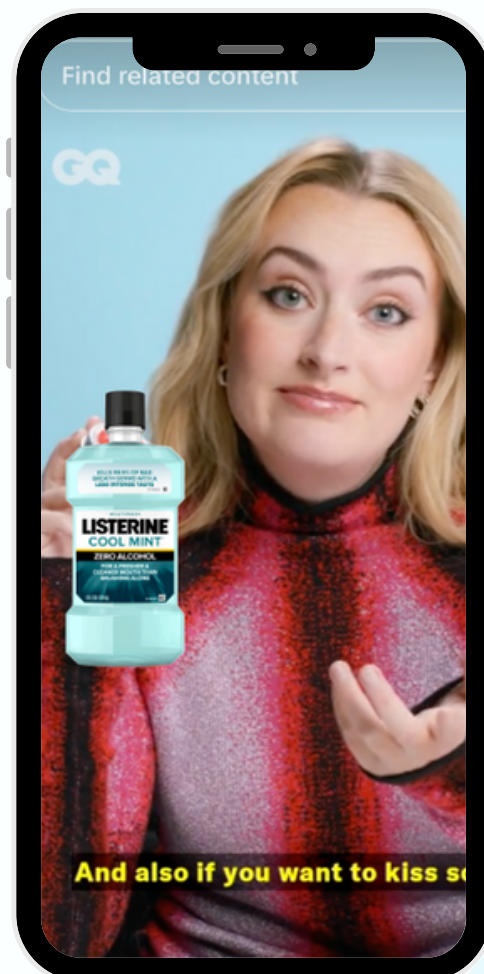
- Instagram: 616k
- TikTok: 1.3M
- Youtube: 1.99M

Past partnerships:

Prodirect Soccer (UK soccer store), Casetify, SkyTV, Olay, Lucozade (energy drink), GOA, Levis

Proposed Partnership:

Chicken Shop Date would talk about the benefits of LISTERINE®, specifically for dates. She would discuss the importance of using LISTERINE® before going on dates to prevent bad breath and embarrassing first-date kiss experiences. Her advertisement would be more funny, comedic, and relatable.



3

The Bentist

Overview:

Benjamin Winters is a dentist and social media influencer. He makes comedic content on TikTok and Youtube that are also educational regarding oral health. He founded the Something Nice Company, and Oral Care brand. He is well-qualified to talk about LISTERINE® as he completed his doctorate degree from OU College of Dentistry.

Proposed Engagement:

- 1 TikTok video,
- 1 YouTube video,
- 1 Instagram post

Subscribe Count by Platform:

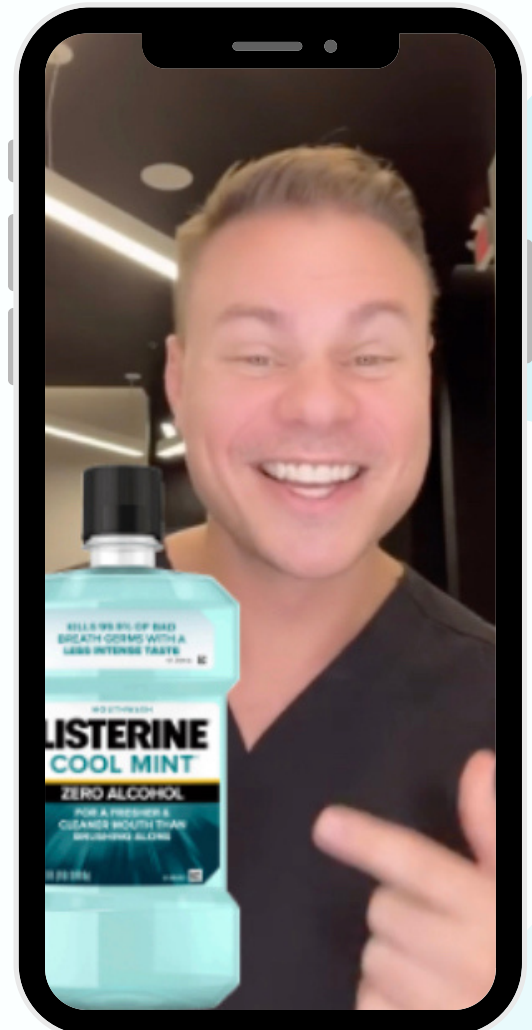
- TikTok: 13.7M
- Instagram: 1.1M
- YouTube: 5.07M

Past Partnerships:

The Something Nice Company, Invisalign, Bang, Fashion Nova

Proposed Partnership:

Since Ben already has an oral care company, LISTERINE® could be advertised in partnership with his brand as he does not have a mouthwash product. The Bentist would make a fun yet knowledgeable video about LISTERINE® stating how effective it is and discussing things like how much plaque it gets rid of. He would discuss more of the science behind the mouthwash to make the advertisement more educational.



4

Allison Kuch

Overview:

Allison Kuch is a social media influencer with a huge following on TikTok and Instagram, where she often shares her daily life and pregnancy. She has a large following of young women and young mothers, and partnering with her will help us reach our target audience of millennial parents and promote the idea that LISTERINE® is suitable and safe for everyone including pregnant moms.

Proposed engagement:

- 1 TikTok Video with her using LISTERINE® non-alcohol mouthwash
- 1 Instagram Post

Subscriber count by platform:

- TikTok: 2.7 M
- Instagram: 510 K

Past partnerships:

Primal Kitchen, Celsius, Amazon, Hairitage, Keuring

Proposed Partnership:

Allison is big on sharing much of her everyday life with her fans, and is soon expecting a baby. Having a specific video dedicated to being a household that purchases LISTERINE® and having that embedded in their daily lifestyle would encourage fans to assimilate and buy the same products.



5

Scarlett and Tania

Overview:

Scarlett and Tania are famous family influencer. Tania always preached to Scarlett to “embrace her beautiful brown skin,” sharing their positive thoughts every morning while they got ready for the day. The mother-daughter duo now have over 8 million combined followers and even released a children's book called “I’m Going To Have A Good Day”. Scarlett and Tania spread the message to live confidently, so we believe a partnership with LISTERINE® would be incredibly natural. They could use LISTERINE® kids and normal while they do their morning routines, conveying the message of fresh breath for life.

Proposed engagement:

- 2 30-Second Tik Toks: \$5000
- 1 Facebook post: \$5000

Subscriber count by platform:

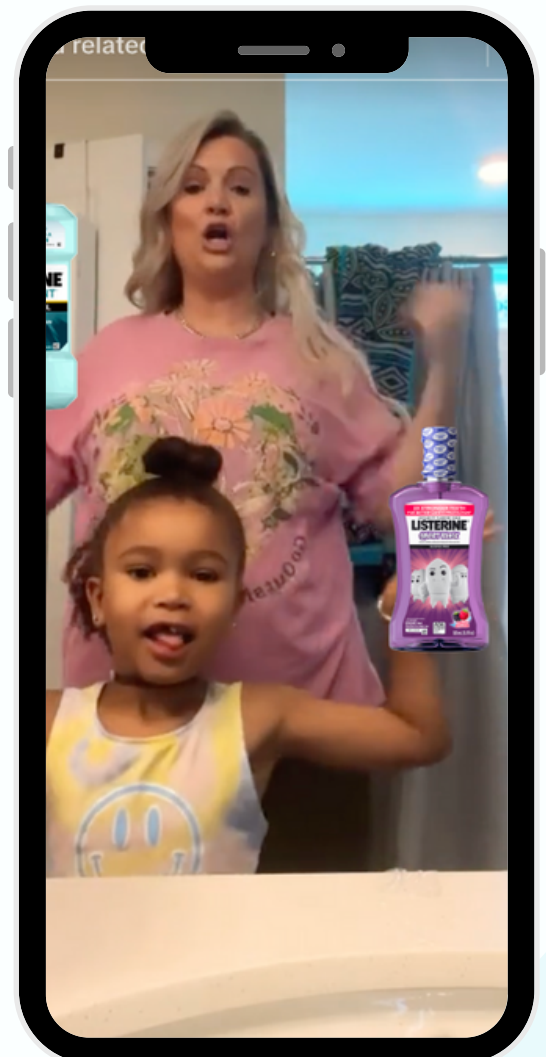
- Tik Tok: 6.4M
- Instagram: 297K
- Facebook: 742K

Past partnerships:

Rituall, National geographic, Super Moose Toys

Proposed Partnership:

Scarlett and Tiana would show them both using LISTERINE® during their morning / nightly routine with Tiana using the kids version. This advertisement would be more cute and just showing them using the product as a family.



OWNED SOCIAL MEDIA ACCOUNT

INSTAGRAM



Pulling from our Creative Plan, our Instagram account would display posts such as these to appeal to both our primary and secondary targets since they are both users of Instagram.

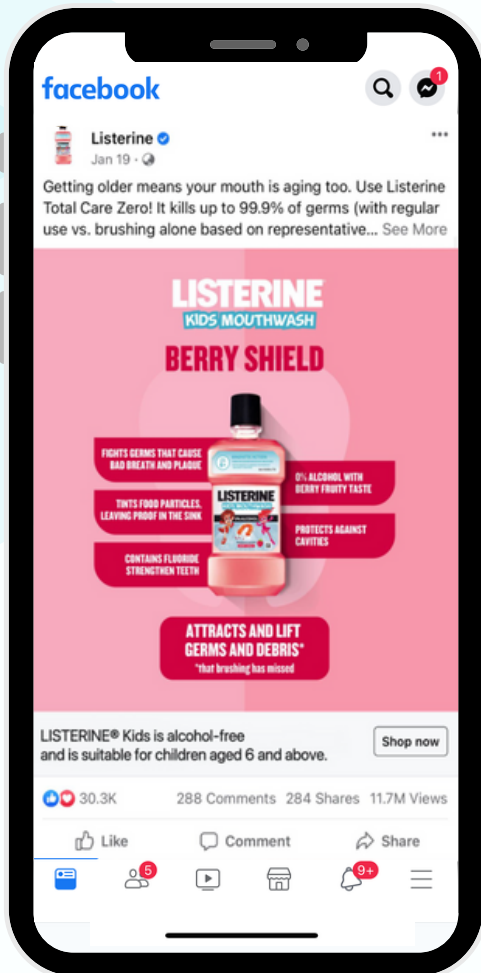
SNAPCHAT



Our Snapchat filter is meant to encourage the use of mouthwash and overall oral health care by demonstrating how white your teeth could be if you used our product. Additionally, we have included our trademark **#FRESHBREATHFORLIFE** highlighting the new campaign.

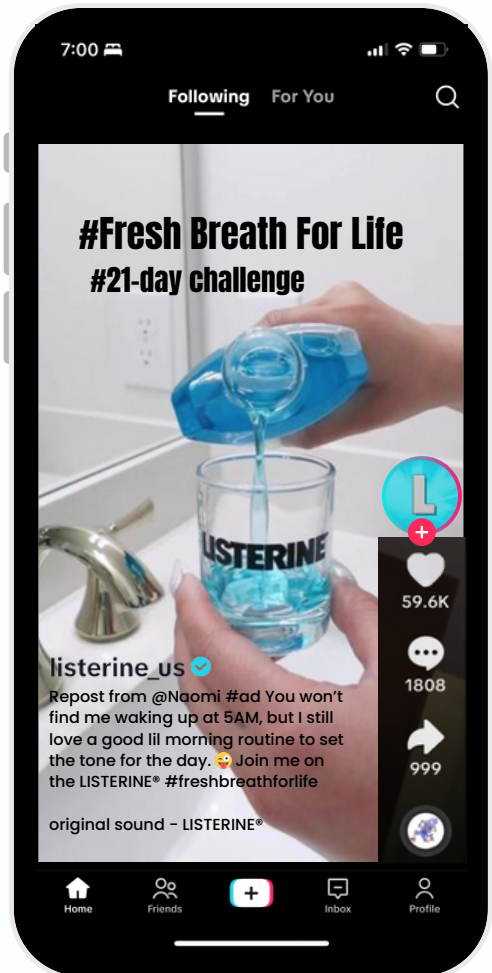
OWNED SOCIAL MEDIA

FACEBOOK



Our Facebook account would focus more on promoting LISTERINE® kids products to target Facebook users — Millennial parents. We would post a series of poster introducing our kids mouthwash.

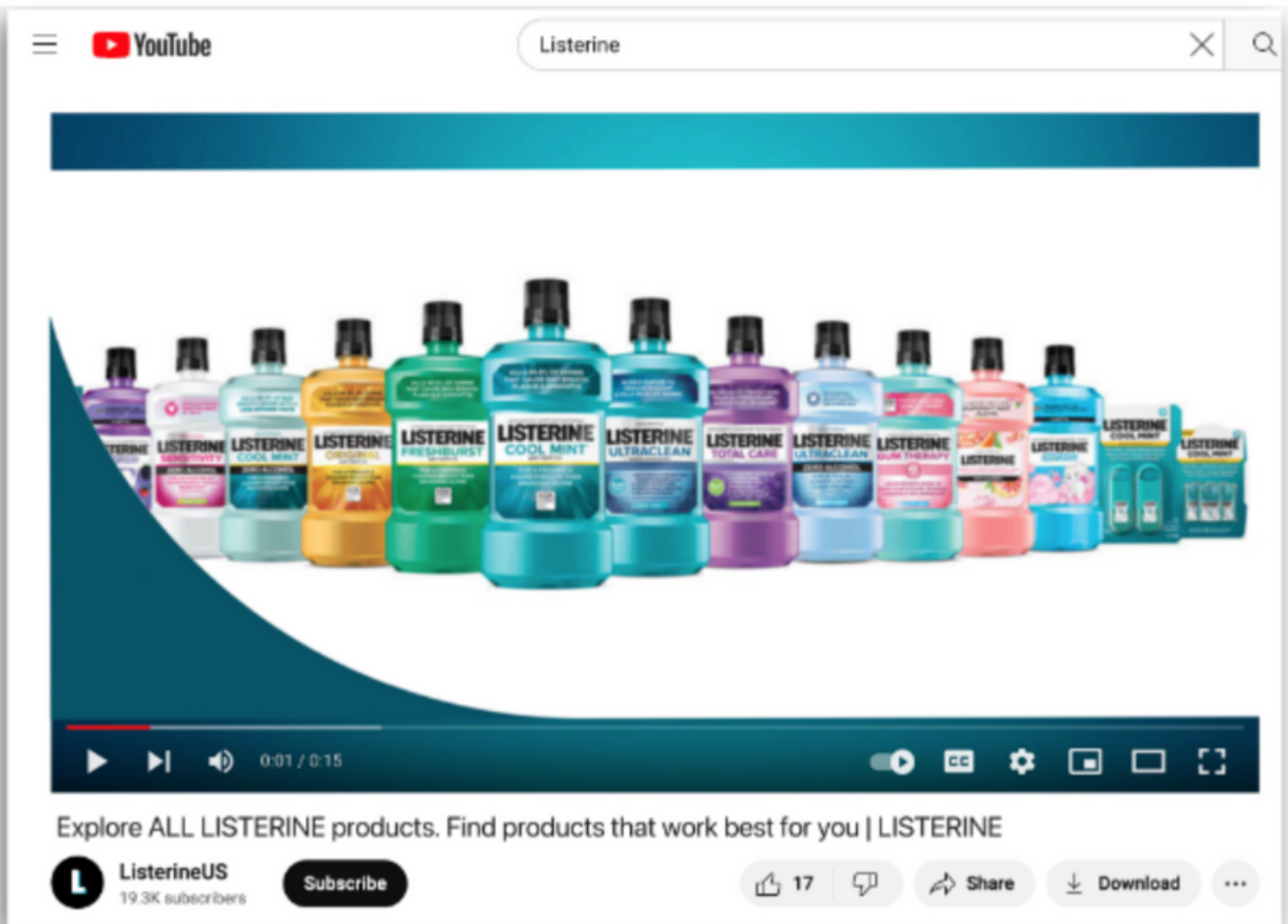
TIKTOK



Our TikTok account would publish some short videos like a Jingle, 21-Day LISTERINE® Challenge and videos that show LISTERINE® mouthwash's traits and functions in a funny way to appeal our secondary target (Gen Z).

OWNED SOCIAL MEDIA

YOUTUBE



Our YouTube account would display some informative videos to introduce and promote various kinds of LISTERINE® mouthwash and other products. By YouTube's huge user base, we could expose our ads to larger audience thus to reach our potential consumer.

PR & PROMOTION PLAN



CALENDAR

January

In January we Launch the Fresh Breath for Life campaign which features PR events in Los Angeles and PR packages.

February

In February Bumble collaboration event in New York City in combination with our Bumble in app ad.

May

In May we have our Mothers day promotional events. As we are targeting millennial parents this is a perfect opportunity.

June

June is oral health awareness month in which we will have weekly camp session and a summer camp PR trip. We will also roll out PR packages and collab with Bluey.

August

In August we will have our back to school events which includes promotional activities and PR events.

December

In December we have our Aspen PR trip and PR package as well as our collaboration with Stanley Cup.

EXECUTIVE SUMMARY

LISTERINE® should focus heavily on PR events and promotional efforts along with social media efforts in the new “Fresh Breath For Life” campaign. The public relations strategy for this campaign will revolve around leveraging the nostalgic and emotional aspect of using LISTERINE® to create a lasting impact on Millennial Parents and Gen Z consumers. We are catering different events to different life stages throughout our PR plan and have PR and promotional events strategically placed throughout the year. The exclusive PR trips include an influencer trip to Aspen and LISTERINE® Camp, aim for media exposure and coverage, brand immersion, content generation, relationship building. We also have philanthropic initiatives within our “Fresh Breath for Back to School” campaign. We will have holiday season events, PR packages, etc. Through these PR initiatives, LISTERINE® will show that LISTERINE® is a lifetime brand that can be used for the whole family. We also want to show that LISTERINE® is a ‘cool’ brand inspiring our Gen Z consumers to use LISTERINE®. Our social media will enable us to spread the word about our new initiative to consumers and stakeholders nationally.

OBJECTIVES

The key objectives are to build brand loyalty, reinforce positive brand associations, and position LISTERINE® as the go-to oral care choice for families. The strategy will encompass media relations, social media engagement, public relations tactics, and promotional activities to generate buzz and support the core message and brand position.

STATEMENT OF PUBIC OPINION

In today's rapidly changing world, LISTERINE®'s "Fresh Breath for Life" campaign has emerged as an enduring beacon of oral care tradition, connecting with millennial parents and Gen Z on a nostalgic and emotional level. With a rich brand history, steadfast ownership, and timely responses to the effects of COVID-19, LISTERINE® has become a household name synonymous with fresh breath and cherished family moments.

As a commitment to quality and responsibility has guided a brand owned by Johnson & Johnson, LISTERINE®'s journey. Under this stewardship, LISTERINE® has continued to uphold its reputation as a pioneer in oral health, providing families with the tools to maintain optimal dental well-being and meaningful connections.

In the face of the COVID-19 pandemic, LISTERINE® has adapted to the changing landscape, recognizing the importance of oral hygiene in maintaining overall health. The campaign's message of "Fresh Breath for Life" has taken on new significance as families seek reliable and effective ways to protect themselves and their loved ones.

LISTERINE®'s impact goes beyond the bathroom cabinet; it has become a cultural touchpoint, frequently mentioned in the media as a symbol of oral care excellence. From positive reviews to testimonials from satisfied users, LISTERINE®'s presence in the media reinforces its status as a trusted companion in the pursuit of fresh breath and lasting memories.

LISTERINE®'s website serves as an essential information hub, offering insights into oral health, product details, and tips for maintaining fresh breath. In tandem, its robust social media presence engages with millennial parents and Gen Z, fostering a sense of community and providing valuable content that resonates with the diverse needs of modern families.

STAKEHOLDER ANALYSIS

1

LISTERINE® CONSUMERS

As consumers are the end-users of this product, they have a direct stake in the success of LISTERINE®. Consumer opinions shape the brand's success.

2

JOHNSON & JOHNSON

Johnson & Johnson, the parent company of LISTERINE®, has a direct stake in the brand's success. They rely on LISTERINE®'s performance to drive revenue and maintain market share.

3

RETAILERS

Retailers and distributors play a crucial role in ensuring the availability and visibility of LISTERINE® mouthwash on store shelves. Strong partnerships with retailers are essential for maintaining a market presence.

4

ORAL CARE PROFESSIONALS

Dentists and dental hygienists have a stake in LISTERINE®'s performance as they often recommend oral care products to their patients. Positive endorsements from dental professionals can significantly impact consumer perceptions.

5

MEDIA OUTLETS

Television, radio, print, and online platforms, are instrumental in disseminating the ad campaign to a wide audience. Establishing positive relationships with media representatives can enhance the visibility and reach of LISTERINE®'s messaging.

6

COMPETITORS

The campaign may negatively impact Rival oral care brands if it successfully positions LISTERINE® as a superior and preferred choice among consumers.

7

MAJOR INDIVIDUALS

Influential individuals or celebrities with expertise or a strong following in the oral care or health and wellness industry can be engaged as brand ambassadors and generate buzz.

STAKEHOLDER COMMUNICATION

LISTERINE® acknowledges the need to communicate fully with our stakeholders. We plan to develop a targeted media relations strategy to reach out to lifestyle magazines, parenting blogs, and social media influencers with significant reach and influence among the target audience. Additionally, we plan to ensure a consistent and cohesive message across all communication channels, highlighting the core values of the "Fresh Breath for Life" campaign. Finally, we will send a monthly newsletter to all stakeholders and hold quarterly meetings to address all concerns.

MEDIA RELATIONS STRATEGY

Our Media Relations Strategy ensures effective engagement and fosters lasting relationships with critical media outlets and influential personalities. This approach centers on tailoring communication channels to each contact's preferences and platform, maximizing the campaign's impact and resonance among our target audience.

When engaging national media, our strategy prioritizes personalized interaction to maintain positive relationships. For Casey DelBasso of Good Morning America, we actively engage with her Instagram content, sharing campaign updates and relevant posts to create an authentic and genuine connection. Antonio Planas of NBC News is engaged via Twitter, where we share campaign-related articles and materials that align with his platform of choice. For Eric Revell of Fox Business and Fox News, direct email communication (eric.revell@fox.com) is employed to provide comprehensive press releases and interview opportunities, ensuring a seamless exchange of information.

Regarding the regional and local media, we want you to know that our approach remains personalized and attentive. Ricardo Torres of the Milwaukee Journal Sentinel is engaged through Twitter, sharing campaign content that aligns with local interests. John Bathke of News 12 New Jersey is engaged via Twitter, offering localized campaign updates to resonate with his New Jersey audience and others.

By consistently aligning our communication channels with the preferences of each contact, the "Fresh Breath for Life" campaign's Media Relations Strategy establishes and nurtures relationships that amplify the campaign's message and engage its target audience effectively.

MEDIA CONTACTS

NATIONAL MEDIA

1. Casey DelBasso, Good Morning America – Instagram @caseydelbasso
2. Antonio Planas, NBC News – Twitter @antonioplanas1
3. Eric Revell, Fox Business and Fox News – Email eric.revell@fox.com
4. Dani Blum, New York Times – Twitter @cdpearson
5. Noma Nazish, Forbes – Twitter @noma_nz
6. Candice Pires, New York Times – Twitter @candicepires
7. Hayley Lyndes, Popsugar – Twitter @blurredlyndes
8. Wendy Gould, NBC News – Twitter @wendyrgould
9. Leanne Bayley, Hello – Twitter @leannebayley
10. Carly Olson, LA Times – Twitter @carlyolson_
11. Camille Fine, USA Today NOW Trending producer – Twitter @camillecfine
12. Sara Fischer, Axios Media Trends – Twitter @sarafischer
13. Enrique Acevedo, CBS News – @heyitsenrique

REGIONAL / LOCAL MEDIA

1. Ricardo Torres, Milwaukee Journal Sentinel – Twitter @RicoReporting
2. John Bathke, News 12 New Jersey – Twitter @JohnBathkeLive
3. Nicole Garcia, FOX 10 Phoenix – Twitter @Fox10_NicoleG
4. Jessica De Nova, ABC 7 Los Angeles – Twitter @abc7jessica
5. Josh Haskell, ABC 7 Los Angeles – Twitter @abc7joshhaskell
6. Tom Bosco, ABC 6 Columbus – Twitter @tomwsyx6
7. Valerie Pritchett, ABC 27 Harrisburg – Twitter @VPritchettabc27
8. Jacey Birch, Local 10 Dade County – Email jbirch@wplg.com
9. Courtney Bryant, Fox 5 Atlanta – Twitter @CourtneyDBryant
10. Cody Adams, WishTV 8 Indianapolis – Twitter @CodyAdamsTV
11. Jackie Bange, WGN 9 Chicago – Twitter @jackiebange
12. Anita Blanton, Good Day Chicago – Twitter @anitablantontv

SOCIAL MEDIA STRADEGY

The use of social media is extremely important in supporting this campaign. Our primary and secondary targets are key users of social media, notably Instagram, TikTok, YouTube and Snapchat. We plan on using our platforms to reach out to our target audiences with informational and relatable content meant to engage our current LISTERINE® users while reaching out to potential new users. We have lined up social media promotions that allow our followers to share their own experiences and stories on their own platforms.

BUDGET ALLOCATION

“Fresh Breath for Life” Launch Events

Event Planner	\$8000
Live Music	\$3,500
Photo Booth	\$1,200
Photography	\$1,200
Rentals	\$1,500
Venue	\$28000
PR Package	\$5,000
Total:	\$48,400

Camp LISTERINE®

Venue: Camp White Eagle	\$8,400
Transportation	\$30,000
Food	\$5,000
Photography	\$1,200
PR Package	\$5,000
Event Planner	\$8000
Total:	\$57,600

Alpine Fresh: LISTERINE® Adventure

Lodging and Skiing	\$50,000
Transportation	\$15,000
Food	\$5,000
PR Package	\$5,000
Events	\$3,000
Photography	\$1,200
Miscellaneous	\$5,000
Total:	\$84,200

Moments of Love: Fresh Breath for Life

Event Planner	\$4,000
Live Music	\$3,000
Photo Booth	\$1,500
Photography	\$1,600
Rentals	\$1,500
Venue	\$30,000
Open Bar	\$6,000
Total:	\$46,100

Mother's Day Moments: Fresh Breath for Life

Prize Money	\$75,000
Gift Prizes	\$15,000
Total:	\$90,000

Back to School with Listerine

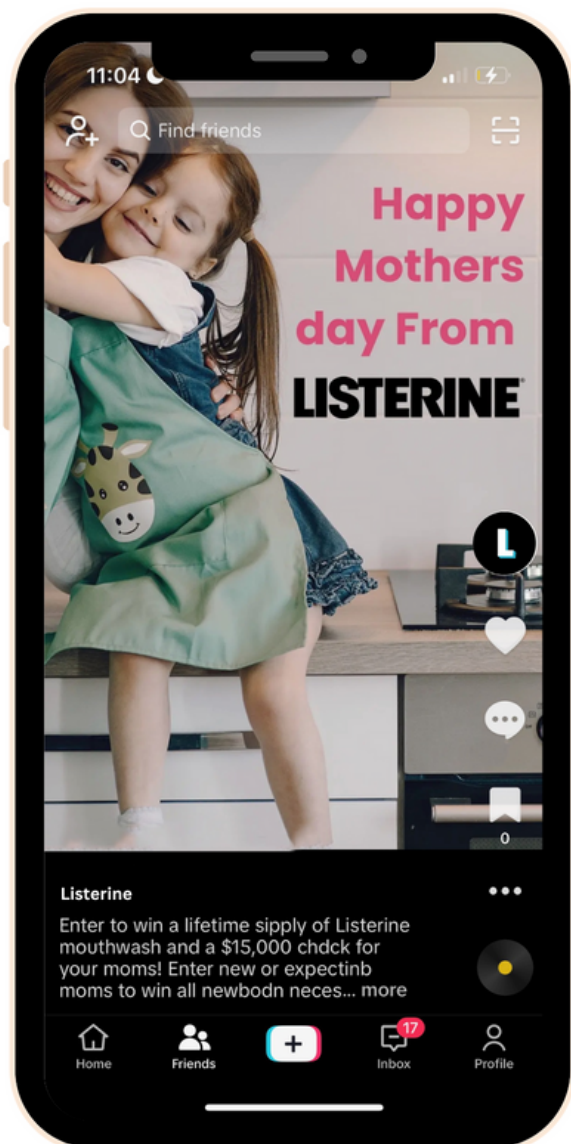
Donation amount	TBD
University Scholarship	\$100,000
In-Person Community Events	\$30,000
Total:	\$130,000 + Donations

Total Budget Allocation

“Fresh Breath for Life” Launch Events	\$48,400
Camp LISTERINE®	\$57,600
Alpine Fresh: LISTERINE®'s Aspen Adventure	\$84,200
Moments of Love: Fresh Breath for Life	\$46,100
Fresh Breath for Back to School	\$130,000 + Donation
Mother's Day Moments: Fresh Breath for Life	\$90,000
Total	\$456,300 + Donation

PROMOTIONAL EVENTS & CAMPAIGNS

MOTHER'S DAY MOMENTS: FRESH BREATH FOR LIFE

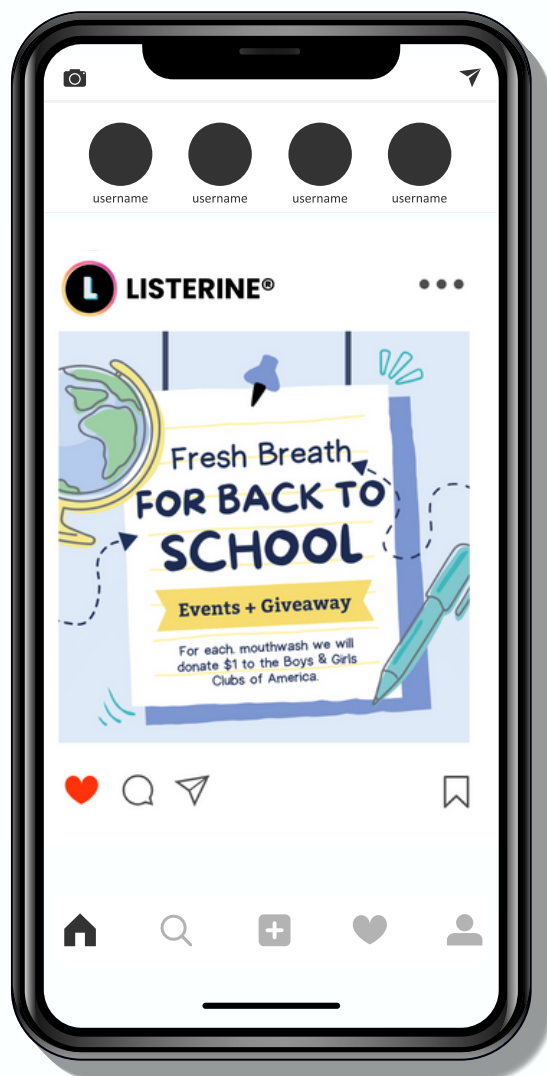


"Mother's Day Moments: Fresh Breath for Life" is an engaging and heartwarming promotion, celebrating the incredible bond between mothers and their families. Participants can enter to win a lifetime supply of LISTERINE® and a \$15,000 check by submitting a heartwarming TikTok video using #mothersdaymoments, sharing what their mother means to them. Additionally, they can nominate a deserving new or expecting mother who will receive a lifetime supply of LISTERINE® and a complete baby supply kit, including a crib, stroller, and more. There will be three winners for each. The promotion will kick off with a social media campaign announcing the TikTok video contest. Participants will be encouraged to create and share their heartfelt messages for their mothers or the nominated new/expecting mothers.

Influencers and celebrities with large followings will participate in the TikTok contest, sharing their videos and encouraging their fans to join the heartwarming celebration. LISTERINE® will curate a compilation video featuring the most touching TikTok submissions. The announcement of the contest winners will be made through an exciting live stream event, allowing participants, influencers, and fans to join the celebration virtually. As a token of appreciation, all participants will receive coupons for LISTERINE® products, encouraging them to experience the confidence of fresh breath.

PROMOTIONAL EVENTS & CAMPAIGNS

FRESH BREATH FOR BACK TO SCHOOL



LISTERINE® will host an online Back to School promotion and multiple in-person events across the country throughout August to celebrate the return of school in the fall. For every bottle of LISTERINE® sold online during this promotional period, LISTERINE® will donate \$1 to the Boys & Girls Clubs of America. Additionally, those LISTERINE® users currently attending university can enter to win up to \$20,000 of tuition assistance for the 2024-25 school year. All students have to do to win is purchase one bottle of LISTERINE® or another LISTERINE® product online and provide proof of attendance. In-person Back to School events will occur in select cities nationwide (Nashville, TN; Seattle, WA; Austin, TX; Minneapolis, MN; Newark, NJ; Los Angeles, CA).

Events in Minneapolis, Newark, and Los Angeles will be on or around college campuses (University of Minnesota, Rutgers University, and UCLA). At these events, students will have the chance to win various items needed for their school year (Target gift cards, Stanley water bottles, North Face backpacks, Beats headphones, and MacBook Pros). Events in Nashville, Seattle, and Austin will be located at family-friendly parks and provided with food and yard games. Here, families will have the chance to win gift cards to local and online retailers, school supplies (backpacks, lunch boxes, notebooks, etc.), a year's supply of LISTERINE® products, or up to \$5,000 of food/grocery assistance for the remainder of the 2024 school year.

CAMPAIGNS

FRESH BREATH WITH BLUEY



The LISTERINE® x Bluey Collaboration celebrates the joys of childhood and the importance of fresh breath with the beloved animated series Bluey. LISTERINE®'s kid's mouthwash bottles will feature delightful Bluey characters, encouraging children to maintain good oral hygiene. In addition, Bluey Toys will be included in the "LISTERINE® Camp" PR package, targeting millennial parents with kids, creating a fun and engaging experience that promotes oral health for the whole family.

LISTERINE®'s kid's mouthwash bottles will showcase adorable Bluey characters on the packaging, making oral care routines enjoyable and encouraging kids to embrace fresh breath. The kid's mouthwash bottles will feature interactive augmented reality labels, allowing kids to engage with Bluey characters and encouraging them to use LISTERINE® regularly. Parenting influencers and bloggers will share their experiences with the LISTERINE® x Bluey collaboration, demonstrating how they incorporate fresh breath habits into their children's daily routines.

CAMPAIGNS

LISTERINE® X STANLEY CUP



The LISTERINE® x Stanley Cup Collaboration combines the renowned Stanley Cup tumbler water bottle brand and the confidence of fresh breath in a limited-edition "Cool Blue" color line. Inspired by the die-hard Stanley Cup fan base, the tumbler water bottles will be designed in LISTERINE®'s iconic shade, promoting oral health and the "Fresh Breath for Life" campaign.

Each tumbler will include attachable mini LISTERINE® bottles, ensuring convenience and portability. To showcase the excitement of the collaboration, a TikTok video will capture a "day in the life" of a girl using her Stanley Cup "Cool Blue" tumbler and fresh breath confidence throughout her day. We will also feature this product in our "Alpine Fresh" PR packages.

PR EVENTS

FRESH BREATH FOR LIFE LAUNCH EVENT



LISTERINE® will host a "Fresh Breath for Life" campaign launch event to take attendees on an immersive and captivating journey through time, celebrating LISTERINE®'s legacy of fresh breath and family bonding.

The event will showcase the brand's commitment to oral care and its evolution, resonating with the nostalgic and emotional aspects of using LISTERINE® for the whole family throughout life. Event highlights include a time travel entrance in which guests will be greeted with a time travel-themed entrance, complete with vintage-inspired décor and a chronological timeline of LISTERINE®'s milestones.

There will be vintage advertisements as decor and the origin story of the company. The guests will then enter the event, which has a vintage family portraits booth, oral care innovation hub-future inspired, a breath of life art gallery that features local artists' work, and live music playing all of the best throwback songs. We also plan to serve nostalgic childhood foods and beverages.

This event will occur in Los Angeles at the beginning of the year. Attendees will be millennial influencers and gen z influencers who are encouraged to post on their social platforms with the hashtag #freshbreathforlife. We will also roll out "Fresh Breath for Life" PR packages which include the product line, nostalgic movies on DVD (including Big, Ferris Bueller's Day Off, Dirty Dancing, and other classics), a projector with DVD player, a vintage popcorn machine and popcorn. The box will be called "Lights, Camera, Fresh Breath: LISTERINE® movie night."

PR EVENTS

FRESH BREATH FOR LOVE



The "Moments of Love: Fresh Breath for Life" Valentine's Day PR Event will be a captivating and interactive celebration of love, fresh breath, and meaningful connections, hosted by LISTERINE®'s "Fresh Breath for Life" campaign in collaboration with Bumble, the popular dating and networking app. The event aims to inspire couples and singles alike to embrace fresh breath and experience the joy of heartfelt connections. We chose to partner with Bumble as they are used the most among our target audience, millennials. The attendees will walk into the love lounge, where they will walk through a beautifully decorated space that sets the stage for love and meaningful connections.

At the event, there will be a Fresh Breath Photo Booth where couples and singles can capture their radiant smiles. The Fresh Breath Photo Booth is equipped with LISTERINE®-inspired props, and we will encourage guests to celebrate the power of fresh breath and self-confidence. Throughout the venue, breath-freshening stations will be strategically placed, offering guests samples of LISTERINE®'s oral care products to experience the confidence of fresh breath. A special bar will serve Love Potion Cocktails and Mocktails inspired by LISTERINE®'s iconic flavors, creating an atmosphere of love and celebration. There will also be a blind date game where one single will be able to ask questions to three other singles which they can not see. They then choose the one they feel most compatible with in the end.

This event will take place in New York City, and we will invite local influencers who are both single and in relationships. We will encourage our attendees to post on all social media, and we will feature highlights from the event on our social media as well as Bumbles Our media ad will also be shown on the Bumble app at this time.

PR EVENTS

FRESH BREATH FOR ADVENTURE



The "Fresh Breath for Adventure: LISTERINE®'s Aspen Adventure" is an exclusive holiday season PR ski trip organized by LISTERINE®'s "Fresh Breath for Life" Campaign. The event aims to bring together influencers, media representatives, and dental professionals for an unforgettable ski getaway in Aspen, emphasizing the importance of fresh breath and oral care during the festive season.

We will invite 12 influencers and a plus one to stay in a picturesque lodge amidst the snowy mountains of Aspen, providing a cozy and comfortable setting for the duration of the event. Each morning, attendees will start the day with invigorating snow yoga and guided breathing exercises, focusing on the importance of fresh breath and its impact on overall well-being. Skiing will take center stage during the day, with professionally guided ski sessions that promote fresh breath and confidence on the slopes. After an exhilarating day on the slopes, attendees will unwind in a luxurious après-ski lounge, offering breath-freshening amenities and oral care products by LISTERINE®. Dental professionals will lead interactive workshops on the significance of fresh breath in maintaining oral health during the holiday season. Guests will have the opportunity to ask questions and receive personalized advice. A festive dinner will feature mouthwatering dishes that highlight the role of fresh breath in savoring the flavors and enjoying holiday meals.

Attendees will receive our product line in travel size, ski gear, beauty/lifestyle products, Alo Yoga sets, North Face ski gloves, North Face snow pants, and long underwear in their rooms. Attendees will be encouraged to create engaging holiday-themed content, showcasing LISTERINE®'s oral care products in the enchanting Aspen backdrop. We will also roll out "Alpine Fresh" PR packages which include a North Face puffer jacket, ski goggles, a LISTERINE® mug, a LISTERINE® beanie, a LISTERINE® sweat-set, and our LISTERINE® x Stanley cup collab!

PR EVENTS

CAMP LISTERINE®



“Camp LISTERINE®” is an exciting and immersive summer PR trip organized by LISTERINE®'s "Fresh Breath for Life" campaign. The event aims to bring together family influencers for an unforgettable adventure camp experience, emphasizing the significance of fresh breath and oral care during June, national oral health month. We will also host weekly informational sessions with oral care professionals on all video streaming platforms throughout June.

The trip will be set at a summer camp in a natural environment, surrounded by lush greenery, serene lakes, and refreshing landscapes, creating the perfect backdrop for embracing fresh breath. Attendees will participate in various outdoor activities such as hiking, kayaking, and zip-lining, incorporating breath-freshening moments and LISTERINE®-inspired challenges.

We will host 'LISTERINE® Wars,' a spin-off of color wars where the attendees will be split into teams to compete in summer camp games and activities. We will host a family talent show where attendees can sign up to show off their hidden talents. What would summer camp be without a bonfire? So we will have nightly fires where campers can gather around the campfire and share heartwarming stories. Media and influencers will be encouraged to document their experiences, sharing their fresh breath moments on social media platforms.

We will also roll out "LISTERINE® Camp" PR packages, including a friendship bracelet-making set, a digital camera, LISTERINE® T-Shirt, a Lulu lemon fanny pack in mint, our Bluey LISTERINE® collab, Bluey toys, and a clipboard with information for oral health month.

MEDIA KIT

BACKGROUNDER

Summary

Our LISTERINE® campaign provides any individual, specifically our target audiences, the opportunity to obtain “fresh breath for life,” our tagline. Our primary target audience is millennial parents with a single child under 18 years old in the household, and our secondary target audience is Gen Z. The purpose of our campaign is to show our consumers that LISTERINE® is a brand that is beneficial for all individuals at any stage in life. Our objective is to increase and maintain brand loyalty while attracting new customers.

The Set-Up

We set up our campaign to run from January 2024 to December 2024 with advertisements, influencer marketing, product placement, brand collaborations, and other forms of marketing. Throughout the year, we will strategically follow our campaign while staying engaged with our consumer needs. We will also be hosting events and opportunities to show support and give back to our community.

What We Seek To Accomplish

Our campaign seeks to accomplish increased brand loyalty and expansion of new consumers for LISTERINE®. By targeting millennial parents with a child, we will focus on family usage and trust for our brand. By targeting Gen Z, we follow the same focus on family lifestyles, as many Gen Z individuals are near the age of starting a family. Our campaign will also include strategies that market toward our target audiences and appeal to LISTERINE®’s value and oral care in its products.

Our campaign will help consumers feel comfortable understanding that LISTERINE® is a beneficial and trustworthy brand that can provide fresh breath for life. They will recognize that LISTERINE® is a brand that is dedicated to oral health care and efficient for all ages, and beneficial for any life experience.

Why?

Our campaign seeks to accomplish this for LISTERINE® because it will help gain and maintain brand loyalty. It will also help increase brand awareness to new consumers, such as our younger audiences, to demonstrate that the brand is trustworthy and authentic. Most importantly, it will help solidify LISTERINE®’s values in improving sustainable oral health care for any individual.

Our campaign seeks to accomplish this for our consumers so they understand that LISTERINE® is a lifetime brand that is healthy and serves the needs of any consumer. It encourages generational usage and builds trust within the brand. Consumers will benefit from LISTERINE® by improving their oral health with sustainable techniques.

MEDIA KIT

FACT SHEET

Our Business

LISTERINE® is a renowned oral care brand that offers a range of mouthwash products. The brand is owned by Johnson & Johnson, a leading healthcare company known for its commitment to quality and responsibility. LISTERINE® has a long-standing history and reputation as a pioneer in oral health, providing consumers with effective solutions for maintaining fresh breath and optimal dental well-being.

Our Mission

LISTERINE®'s mission is to inspire lifelong oral care habits and promote fresh breath for individuals and families. Through effective and innovative products, LISTERINE® aims to enhance the confidence and well-being of consumers, reinforcing the idea that fresh breath is a significant aspect of life-long health and self-assurance. The "Fresh Breath For Life" campaign aligns with this mission by positioning LISTERINE® as a lifetime brand that consumers can trust throughout their journey.

Our Consumers

LISTERINE® targets two primary consumer groups with its "Fresh Breath For Life" campaign:

- **Millennial Parents:** As the primary decision-makers for family oral care, millennial parents play a crucial role in choosing oral hygiene products for themselves and their children. LISTERINE® seeks to engage this group by leveraging nostalgia and emotions associated with the brand's longstanding presence in family households. The campaign aims to establish LISTERINE® as a trusted and reliable choice for promoting fresh breath among family members.
- **Gen Z:** The younger demographic, Gen Z, represents the future of the brand's consumer base. By positioning LISTERINE® as a 'cool' brand and creating relatable content on social media platforms like Instagram, TikTok, YouTube, and Snapchat, the campaign aims to capture the attention and loyalty of Gen Z consumers. Engaging with this group through influencers and interactive content encourages them to adopt LISTERINE® as their preferred mouthwash brand for the long term.

MEDIA KIT

FACT SHEET

Our Responsibility

As a leading oral care brand, LISTERINE® acknowledges its responsibility to promote good oral hygiene practices and contributing to overall health. The "Fresh Breath For Life" campaign aligns with this responsibility by emphasizing the importance of fresh breath in maintaining oral health. Oral care professionals, such as dentists and dental hygienists, play a significant role in recommending oral care products to patients. Positive endorsements from these professionals can further enhance consumer perceptions of LISTERINE® and reinforce its reputation as a reliable and effective oral care solution.

Additionally, the campaign's focus on philanthropic initiatives, such as the Back to School promotion in collaboration with the Boys & Girls Clubs of America, showcases LISTERINE®'s commitment to giving back to the community and supporting educational initiatives. This aligns with Johnson & Johnson's broader corporate social responsibility goals.

In summary, LISTERINE®'s "Fresh Breath For Life" campaign is strategically designed to target millennial parents and Gen Z consumers by leveraging nostalgia, emotions, and social media engagement. The campaign aims to position LISTERINE® as a lifetime brand for families, inspiring loyalty and reinforcing positive brand associations. Through media relations, promotional activities, and social media efforts, LISTERINE® seeks to build brand loyalty and cement its position as the go-to oral care choice for consumers. Furthermore, the campaign aligns with the brand's commitment to responsible oral care practices and community support, solidifying its role as a trusted and responsible oral care brand.

MEDIA KIT

PRESS RELEASE

LISTERINE®

FOR IMMEDIATE RELEASE

December 20, 2023

Issued By: LISTERINE® Brand

Contact: Carly Marschinke

marschinke@wisc.edu

612-212-5784

LISTERINE® Introduces "Fresh Breath for Life" Campaign

MADISON, WI - LISTERINE®, the trusted name in oral care, is thrilled to announce the launch of its year long new, "Fresh Breath for Life" beginning January 2024. This heartwarming and nostalgic campaign celebrates the power of fresh breath in creating enduring connections and cherished memories for families through life.

"Fresh Breath for Life" isn't just about oral health; it's about nurturing unbreakable family bonds through shared moments of love, laughter, and togetherness. Our oral care products have been carefully formulated to be gentle yet effective, ensuring that every family member can embrace fresh breath with confidence.

With a focus on heartwarming and nostalgic content, this campaign will include social media postings, promotions, PR events, and impactful digital and traditional media commercials. Parents and children of all ages, will be exposed to the media on a variety of channels. LISTERINE® wants the whole family to be enthusiastic about their product and employs social media to connect with them in an effort to win their support.

To celebrate the launch of the campaign, LISTERINE® invites families to share their heartfelt stories and experiences on social media using the hashtag #FreshBreathforLife. LISTERINE® will also host a series of "Fresh Breath for Life" events at family-friendly locations across the country. These events will offer interactive activities, educational opportunities, and free oral health consultations, all designed to enhance family bonding through oral care.

PR and promotional events being held throughout the campaign include seasonal events such as Valentines day, mothers day, and back to school activities. Additionally we will host LISTERINE® summer camp and an Aspen influencer holiday trip. We also plan to host a mothers day promotional event.

For more information about the "Fresh Breath for Life" campaign and LISTERINE®'s oral care products, visit www.listerine.com or contact Carly Marschinke, Public Relations Director at marschinke@wisc.edu.

MEDIA KIT

PRESS RELEASE

LISTERINE®

FOR IMMEDIATE RELEASE

December 20, 2023

Issued By: LISTERINE Brand

Contact: Carly Marschinke

marschinke@wisc.edu

612-212-5784

LISTERINE® launches 'Fresh Breath for Back to School promotion to support families and students across the country

MADISON, WI – LISTERINE® will partner with the Boys & Girls Clubs of America and various other brands in a promotional campaign throughout August to support families and university students getting ready for the 2024 fall school year.

During this month-long promotional period, LISTERINE® pledges to donate \$1 to the Boys & Girls Clubs of America for every bottle of LISTERINE® sold online. These proceeds will go toward furthering various programs and services that promote academic success, healthy lifestyles, and character development among America's youth.

Additionally, this online promotion gives university students a chance to win up to \$15,000 of tuition assistance for the 2024-25 school year. All students have to do to win is purchase one bottle of LISTERINE® or another LISTERINE® product online and provide proof of attendance.

In-person events will occur in select cities nationwide (Nashville, TN; Seattle, WA; Austin, TX; Minneapolis, MN; Newark, NJ; Los Angeles, CA).

Events in Minneapolis, Newark, and Los Angeles will be located on or around college campuses. At these events, students will have the chance to win various items needed for their school year, such as Target gift cards, Stanley water bottles, North Face backpacks, Beats headphones, and MacBook Pros.

Events in Nashville, Seattle, and Austin will be located at family-friendly parks and provided with food and yard games. Here, families will have the chance to win gift cards to local and online retailers, school supplies, a year's supply of LISTERINE® products, or up to \$5,000 of food/grocery assistance for the remainder of the 2024 school year.

For more information about the "Fresh Breath for Life" campaign and LISTERINE®'s oral care products, visit www.listerine.com or contact Carly Marschinke, Public Relations Director, at marschinke@wisc.edu.

MEDIA KIT

FREQUENTLY ASKED QUESTION

What is Fresh Breath For Life?

Fresh Breath For Life is LISTERINE®'s newest campaign demonstrating how our mouthwash is a lifelong brand perfect for all ages. This campaign will raise awareness that the LISTERINE® brand is for everyone; it is safe for kids to use at a young age and is perfect for every important occasion in your life. LISTERINE® is loyal to you at every step of the way.

Why is this campaign important?

We want to promote oral health from a young age and carry that commitment throughout all your important life stages. Our campaign is meant to help young mothers and parents teach their kids important hygiene habits while also staying relevant to young adults that might not think about using mouthwash now that they are no longer under their parent's roof.

Where can you find our events?

We will be holding several events for our newest campaign. Our launch event will be held in Los Angeles, California, at the beginning of the year. Over Valentine's Day, we will have a "Moments of Love" event in collaboration with Bumble in New York City. For the upcoming school year, LISTERINE® will be hosting a Back to School event in cities across the country. You can find more specific information on our website at INSERT WEBSITE NAME.

How will this campaign help the community?

This campaign is not only meant to promote oral healthcare for all ages; it is also meant to give back to the local communities. We will be holding events across the United States during several national holidays meant to encourage LISTERINE® users to participate. Our events will additionally promote local businesses and offer financial opportunities for tuition.

How can you share your "Fresh Breath For Life" story?

Using our signature #FreshBreathForLife, you can enter competitions on our social media platforms to win prizes. Share your story and encourage those around you to do the same.

OUR TEAM



OUR TEAM



ALI BENEKER

Research Director



ELIZABETH WISE

Account Director



AARON DONG

Media Director



CHANG LIN

Creative Director



MORGAN LEGRET

Social Media Director



CARLY MARSCHINKE

Public Relations Director

SOURCES



CAMPAIGN STRATEGY

1. <https://www.statista.com/statistics/797321/us-population-by-generation/#:~:text=Millennials%20were%20the%20largest%20generation,the%20population%20for%20many%20years.>
2. <https://www.snipp.com/blog/22-facts-you-should-know-about-millennial-moms-infographic#:~:text=Millennials%20account%20for%2022%25%20of,of%20Millennials%20will%20be%20parents.&text=About%201%20in%205%20of%20the%20mothers%20in%20America%20are%20millennials.>
3. [https://blog.gitnux.com/millennials-on-social-media-statistics/#:~:text=FAQ-,What%20percentage%20of%20Millennials%20use%20social%20media%20regularly%3F,2019\)%20use%20social%20media%20regularly.](https://blog.gitnux.com/millennials-on-social-media-statistics/#:~:text=FAQ-,What%20percentage%20of%20Millennials%20use%20social%20media%20regularly%3F,2019)%20use%20social%20media%20regularly.)
4. <https://www.familyeducation.com/family-life/relationships/parenting/ways-millennials-parent-differently-gen-x-boomer-parents#:~:text=Millennial%20parents%20value%20work%2Dlife,negatively%20impact%20their%20mental%20health.>
5. <https://www.cukeragency.com/marketing-to-millennial-parents/>
6. <https://www.zilliondesigns.com/blog/infographics/marketing-to-millennial-moms-shopping-behavior/>
7. <https://explodingtopics.com/blog/gen-z-stats>
8. <https://www.insiderintelligence.com/charts/united-states-population-by-generation/#:~:text=But%20young%20people%20under%2025,the%20entire%20Gen%20Z%20population.>
9. <https://www.searchenginejournal.com/social-media-gen-z/485152/#close>
10. <https://news.stanford.edu/2022/01/03/know-gen-z/#:~:text=They%20are%20pragmatic%20and%20value,they%20need%20on%20their%20own.>
11. <https://www.talon.one/blog/gen-z-consumer-behavior-what-you-need-to-know>
12. <https://www.prnewswire.com/news-releases/two-years-into-the-pandemic-media-use-has-increased-17-among-tweens-and-teens-301508539.html>
13. <https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/true-gen-generation-z-and-its-implications-for-companies>
14. <https://insense.pro/blog/gen-z-influencer-marketing>
15. <https://nscreenmedia.com/internet-tv-weekly-viewership-data/#:~:text=The%20busiest%20day%20for%20TV,TV%20subscribers%20typically%20watch%20television>
16. <https://www.ama.org/marketing-news/the-best-times-to-post-on-social-media/>
17. <https://www.usnews.com/news/cities/slideshows/the-10-most-desirable-us-cities-for-millennials?slide=10>
18. <https://www.comscore.com/Insights/Blog/What-are-the-most-visited-social-media-platforms-among-Gen-Z#:~:text=The%20highest%20percentage%20of%20Gen,%2C%20and%20Instagram%20at%2056%25.>
19. <https://digitalmedianinja.com/blog/what-social-media-do-millennials-use/>
20. <https://www.forbes.com/sites/gregpetro/2021/04/30/gen-z-is-emerging-as-the-sustainability-generation/?sh=72952bc68699>
21. <https://www.nasdaq.com/articles/how-millennials-and-gen-z-are-driving-growth-behind-esg>
22. <https://www.pewresearch.org/social-trends/2020/05/14/on-the-cusp-of-adulthood-and-facing-an-uncertain-future-what-we-know-about-gen-z-so-far-2/>

CREATIVE PLAN

1. <https://www.listerine.com/products>
2. <https://www.listerineprofessional.com/products>
3. <https://stock.adobe.com/uk/photos>
4. <https://www.dreamstime.com/photos-images/family-smile.html>
5. <https://www.istockphoto.com/photos>
6. <https://www.freepik.com/free-photos-vectors>
7. <https://www.boots.com/listerine>
8. <https://insidethemagic.net/2021/02/bill-nye-the-science-guy-petition-ad/>
9. <https://billstainton.com/how-one-question-invented-bill-nye-the-science-guy/>
10. https://www.google.com/search?q=bill+nye+the+science+guy&tbm=isch&ved=2ahUKEwis_5Kh79WAAxWehP0HHUSBA2sQ2-cCegQIABAD&oq=bill+nye&gs_lcp=ChJtb2JpbGUtZ3dzLXdpei1pbWcQARgBMgUIABCABDIFCAAQgAQyBAGAEb4yBAGAEb4yBAGAEb46BggAEAcQHIAAWABgujtoBHAAeACAAZEFiAHbDJIBBTQtMS4ymAEAwAEB&sclient=mobile-gws-wiz-img&ei=79LWZOzLNZ6J9u8PxIKO2AY&bih=701&biw=795&rlz=1C9BKJA_enUS970US970&hl=zh-CN#imgsrc=VisSATidU9EuZM
11. <https://www.listerine.com/mouthwash/for-kids/listerine-smart-rinse/listerine-smart-rinse-mouthwash-bubble-blast>
12. <https://www.listerine.com/mouthwash/for-kids/listerine-smart-rinse>
13. <https://www.listerine.com/gum-disease-healthy-gums>
14. <https://www.rd.com/article/brown-listerine/>
15. <https://buffalobeerleague.com/lyft-is-the-official-rideshare-partner-of-buffalo-breweries/>
16. <https://www.listerine.com/mouthwash/listerine-sensitivity/listerine-sensitivity-zero-alcohol-mouthrinse>
17. https://www.tiktok.com/@listerine_us?lang=en
18. <https://www.facebook.com/ListerineMalaysia/videos/get-our-listerine-limited-edition-variants-at-30-off/374961214214321/>
19. <https://www.dreamstime.com/office-building-city-landscape-business-people-working-different-departments-image150596050>
20. <https://www.activisionblizzardmedia.com/insights/blogs/case-studies/2023/prada-case-study>
21. <https://mybestsmileever.com/2019/04/improving-your-teenagers-smile>

SOCIAL MEDIA PLAN

1. <https://www.listerineprofessional.com/products/alcohol-free/listerine-cool-mint-zero-mouthwash-concentrate-starter-kit>
2. <https://www.instagram.com/monetmcmichael/>
3. <https://www.tiktok.com/@monetmcmichael>
4. <https://www.marieclaire.co.uk/life/work/amelia-dimoldenbergs-career-tips-764426>
5. <https://www.tiktok.com/@chickenshopdate>
6. <https://www.instagram.com/idontcards/>
7. <https://www.tiktok.com/@thebentist>
8. <https://www.tiktok.com/@allisonkuch>
9. <https://www.instagram.com/allisonkuch/reels/>
10. <https://www.instagram.com/scarlettandtania/>
11. <https://www.tiktok.com/@scarlettandtania>
12. <https://www.listerine.com/mouthwash/for-kids/listerine-smart-rinse/listerine-smart-rinse-mouthwash-bubble-blast>
13. <https://www.listerine.com.sg/listerine-kids-berry-shield-250ml>
14. https://www.tiktok.com/@listerine_us?lang=en
15. <https://youtube.com/@ListerineUS>
16. <https://www.listerine.com/products>

PR & PROMOTIONS PLAN

1. <https://unsplash.com/s/photos/mom-and-child>
2. <https://www.canva.com>
3. <https://www.listerineprofessional.com/products/antiseptic-mouthwash-rinse/cool-mint>
4. <https://www.bluey.tv/>
5. <https://www.stanley1913.com/collections/water-bottles>
6. <https://www.listerine.com/mouthwash/listerine-cool-mint-concentrate-mouthwash-starter-kit>
7. <https://www.listerine.ca/our-heritage>
8. <https://bumble.com/en/>
9. <https://www.listerine.com/gum-disease-healthy-gums>
10. <https://www.snowtrax.eu/alpine-adventure-park/>

FRESH BREATH FOR LIFE

FRESH BREATH FOR LIFE

THANK YOU

PRESENTED TO:
LISTERINE®



BADGER ADVERTISING AGENCY
Madison, WI
management@badgerad.com
(608) 977 - 3212

BADGER ADVERTISING AGENCY