

Sensodyne®

Sensodyne Case Study

Situation Analysis / Background

Sensodyne toothpaste has specialized in hypersensitivity for over 40 years and recently began to explore the incidence of this condition, as well as opportunities to induce trial and achieve incremental sales growth, among U.S. Hispanic consumers.

Key Audience Challenges

- Hispanic sensitive teeth sufferers are passive to seeking a solution to their sensitive teeth pain.
- Hispanic sensitive teeth sufferers are unaware that hypersensitivity is in fact a condition that can be treated and instead endure the pain while trying to enjoy the foods and drinks they like to consume.

Objectives

- Generate increased awareness of Sensodyne toothpaste as the solution to sensitive teeth pain.
- Induce trial among U.S. Hispanic adults who suffer from dentin hypersensitivity, but don't know they can treat it.

Strategy

- **Culturally Relevant Brand Platform:**
SJG identified and further developed the benefit configuration of the brand, as well as aligned the brand personality and positioning with the Hispanic community's emotional and rational desires.
- TV strategy: leverage traditional family breakfast setting to showcase avoidance response to most common triggers: ice water/coffee.
 - Showcases how the product works and ease of usage.
 - Completes the educational message by highlighting results of usage in a traditional BBQ family picnic where the same character uses the same trigger element (ice cold drink) and feels no pain.
- **SJG Total Market Solution™:**
 - TV, Radio
 - Public and Media Relations
 - Promotional Retail Sales Velocity Programs
 - Sales Tools
 - Collateral Materials for Professional Audience

Measurable Effectiveness / Results

- Contributed to a 30% sales growth and 12% brand awareness growth within a period of six months.

