



ASIA

Pepsodent Fosters Healthy Brushing Habits with Mobile at First Glance



Solution
Understanding Consumers, Acquiring New Users

About Pepsodent

Pepsodent offers a range of toothpaste and toothbrushes that cover specific oral care needs. The brand is an expert in fighting germs, which is the root cause of many oral care issues such as bad breath, gum problems and cavities.

The Highlights

5.2x

Higher CTR

47.74%

Engaged users

23.18%

Store visitors who purchased



"Glance was able to lock users' attention effectively and give us instantaneous results in driving high engagement at the very first glimpse of the mobile screen. The lock screen is the breakthrough channel for marketers, and Glance, with its endless platform capabilities, helped us reach and engage users in a captivating and meaningful way while also delivering a great conversion rate."



Asri Putri
Assistant Brand Manager, Pepsodent Complete 8

The Brand Objective

With a mission of improving oral health in every Indonesian household, Pepsodent wanted to increase awareness about their toothpaste, Complete 8. The idea of oral hygiene stems from maintaining consistent discipline by brushing twice daily, a message that the brand wanted to reach connected Indonesians. The brand needed to leverage a platform that delivers high visibility and seamless content discovery to scale this mission.



The Solution

Pepsodent partnered with Mindshare Indonesia and InMobi to leverage the world's leading lock screen content discovery platform, Glance. Pepsodent reached smartphone users across Indonesia to awaken interest in the product. Unlocking the true potential of Glance, the brand delivered an engaging campaign tailored to the time of the day, with visually appealing content on the mobile lock screen. Reaching millions of Indonesians, the brand displayed three visuals with a thoughtful message of how one can get complete protection from toothpaste and why brushing twice a day is essential. In the morning, the viewer would see a mother and child getting ready for their day, brushing their teeth, with the message: get 8 benefits from one toothpaste. At night, they got to see a brush with toothpaste on it, reminding them to brush before they go to bed. Any other time, they saw a stunning visual of the toothpaste, with a general message of getting one toothpaste with 8 benefits for complete oral care. Delivering real-time impact, the CTA on the creatives led people to buy the product with a single click instantly. By identifying the peak hours of engagement throughout the day, the brand optimized the campaign delivery during the moments that matter to achieve a wider reach and more substantial impact.

The Results

Glance effectively brought the idea of dental discipline to life with a personalized experience and a compelling message. The campaign resulted in record-breaking interactions and engagement.

5.2X
higher CTR¹

38
seconds of **average**
dwell time²

47.74%
engaged users³

23.18%
of store visitors
purchased the product⁴

¹ Compared to the platform benchmark

² Driven on Glance platform

³ Users who spent more than 3 seconds on the Pepsodent feature

⁴ The store visitors who purchased the product post viewing the Glance creatives