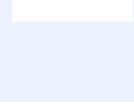




ASIA

Pepsodent Drives Awareness About Oral Health with Mobile Video



Solution
Engaging with Customers, Acquiring New Users

About Pepsodent

A name that brings a smile to the faces of millions of consumers across the world, Pepsodent is a dental care brand from the house of Unilever. A customer-centric brand at its heart, Pepsodent doesn't believe in 'one size fits all' and understands that dental choices are personal. The brand never misses to innovate, be it with natural ingredients that fight cavities and strengthen gums or with mineral-based toothpastes designed for tooth sensitivity. Collaborating with FDI, the largest dental association worldwide, Pepsodent helps raise awareness about oral hygiene with their Pepsodent School Program.

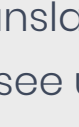
The Highlights

1.2X

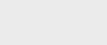
higher video completion rates

1 in 3 users

who experienced the chatbot unit consulted a doctor



With the increased usage of smartphones in the recent past, we decided to launch the campaign on a mobile-first platform. However, given how cumbersome the challenge was, we needed a partner with full-stack advertising capabilities to scale the offline event first time on mobile. InMobi has offered us the best-in-class solutions; be it the idea of leveraging videos to diversify reach across cities to designing the interactive ad unit, every detail has been taken care of, proactively. The approach meticulously translated into results, where we have seen record engagement rates and video completion rates. It was delightful to see users adopting to the new change of meeting doctors virtually



Debya T. Endri
Senior Brand Manager, Pepsodent

The Brand Objective

Pepsodent estimates that tooth decay is the world's #1 widespread disease, 7 out of 10 Indonesian children are affected by cavities, and adults are just as susceptible as kids to a spot of toothache from time to time. Therefore, collaborating with FDI, the largest dental association worldwide, PDGI – Indonesian Dentist Association and AFDOGI – Dental Faculty Association, Pepsodent helps raise awareness about oral hygiene through series of activities such as School Programs, World Oral Health Day, National Oral Health Month and many others. The event during the National Oral Health Month sees 25,000 visitors every year from 30 cities across Indonesia. Amidst the wake of the pandemic, in accordance with the NCHM and PDGI guidelines, the offline event has now to be scaled online, as consumers fear the spread of the virus with oral consultation. Hence, the concept of 'teledentistry' has been recommended across Indonesia for consumers to be able to consult dentists online and discuss their dental concerns worry-free. As consumers' lives are centered around their smartphones, Pepsodent decided to bring their Dental Expert Center on mobile. The brand aimed to leverage this always-on nature of the mobile to drive awareness about, the Dental Expert Center going online – this needed a shift in consumer behavior of meeting doctors on mobile, virtually. The brand also wanted to educate parents in Indonesia to maintain their children's oral health and also help them understand the free online consultation that Indonesians can avail to learn the best ways to avoid dental problems and maintain overall dental health.



The Solution

The brand partnered with InMobi to design the Dental Expert Center's journey on mobile and educate the Indonesian masses. Pepsodent leveraged InMobi Audiences to identify smartphone users aged between 25 to 40 years and mothers in Indonesia based on demographics, user interests, and location traits.

Scaling the Campaign Offline to Mobile

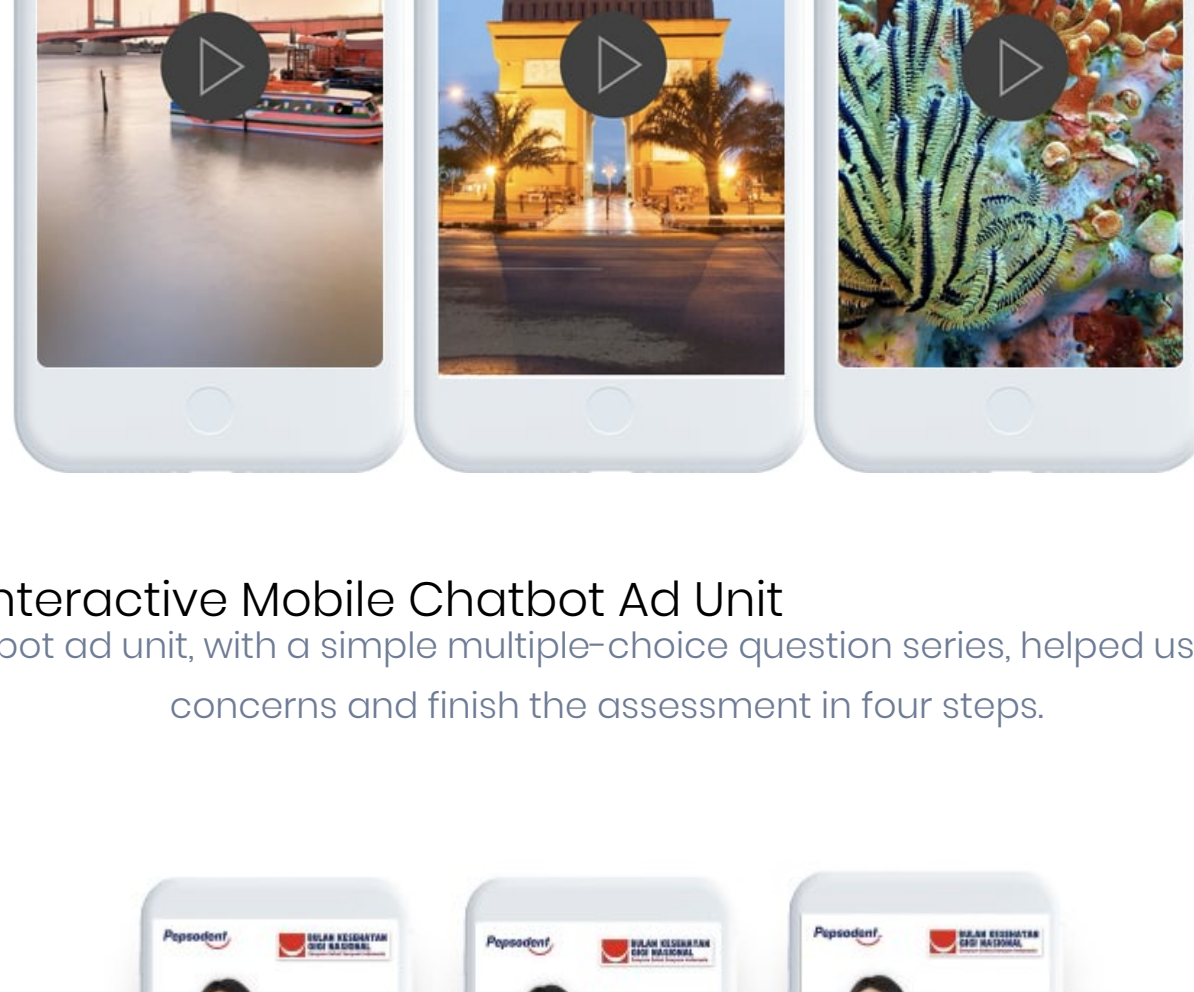
With the audiences identified, the biggest challenge for the brand was to bring about the paradigm shift in the consumer behavior of consulting doctors online. What was once a much-awaited, hyperlocal, physical event, now needed to be moved to a virtual platform. To make the transition easier, the brand factored-in the tiniest of nuances around patient behavior and delivered a personalized experience of meeting the doctor one-on-one.

1. Precision Targeting with Mobile Video to Interest Hyperlocal Audiences

Pepsodent launched 17 different video ads to evoke interest among consumers living in 17 different cities. The 6-second short video, customized for each city's audience, encouraged them to check their dental health online with a simple assessment via an interactive chatbot ad unit. The city-level targeting worked wonders for the brand, with the highest engagement recorded from Jakarta, Surabaya, and Padang.

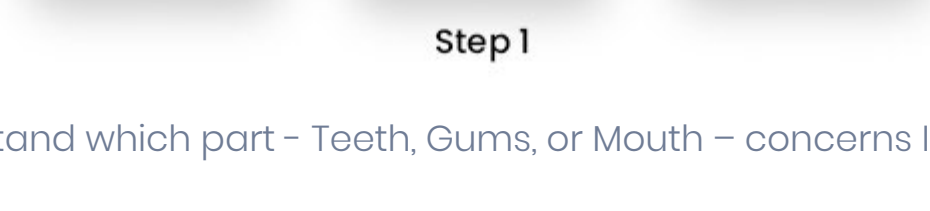


Aceh ◊ Surabaya ◊ Bandung ◊ Cimahi ◊ Denpasar
Jakarta ◊ Jember ◊ Kediri ◊ Makassar ◊ Malang
Manado ◊ Medan ◊ Padang ◊ Palembang ◊ Purwokerto
Semarang ◊ Yogyakarta



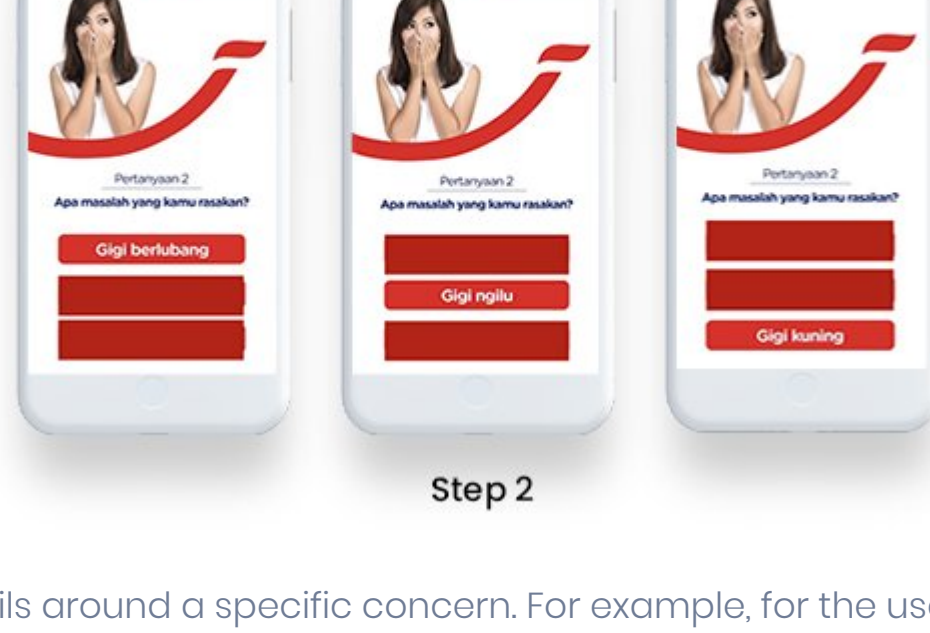
2. Delivering an Interactive Mobile Chatbot Ad Unit

The interactive chatbot ad unit, with a simple multiple-choice question series, helped users easily tick off their concerns and finish the assessment in four steps.



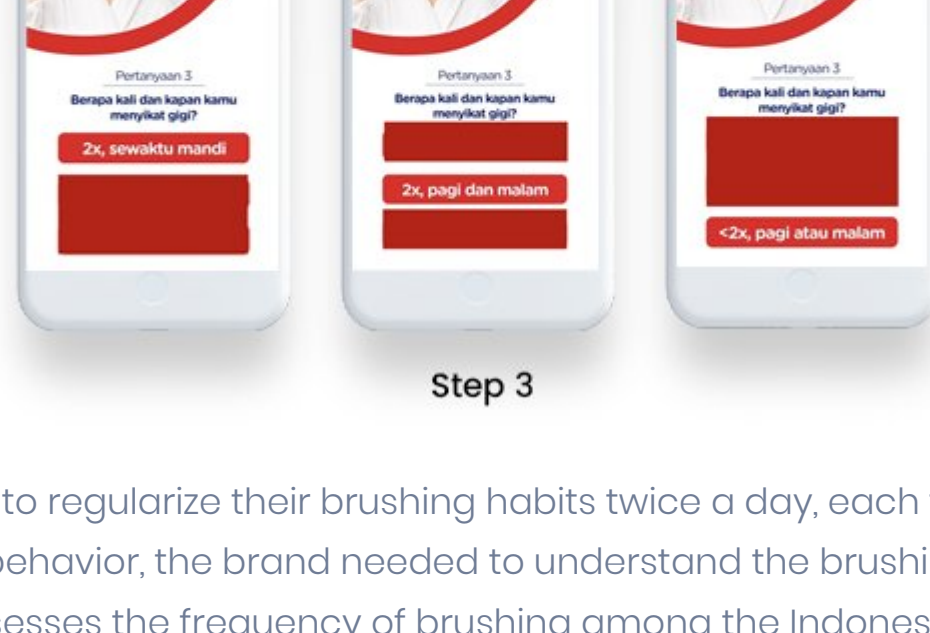
Step 1

Step #1: Understand which part – Teeth, Gums, or Mouth – concerns Indonesians most.



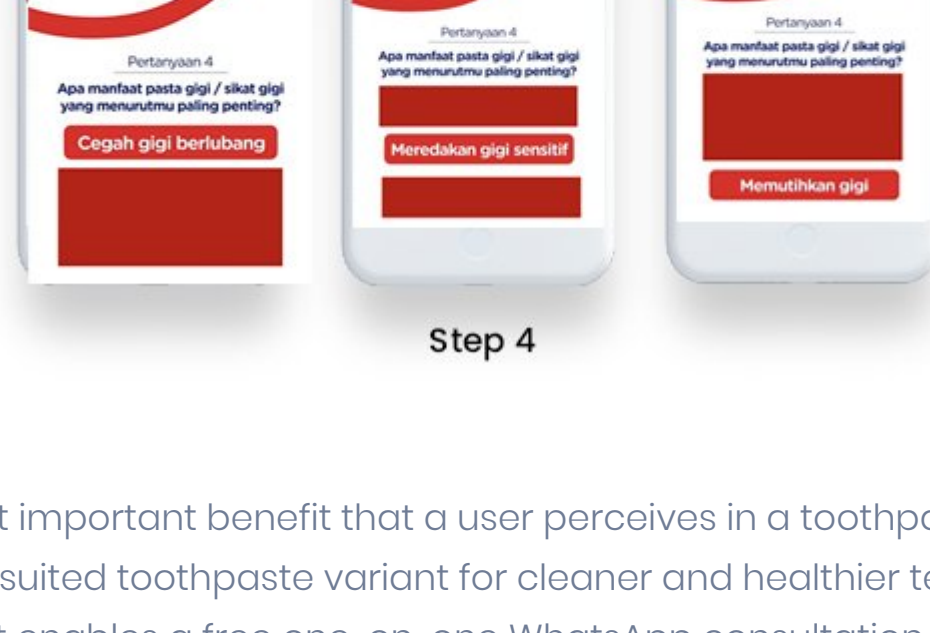
Step 2

Step #2: Capture more details around a specific concern. For example, for the users who choose 'Teeth' as their concern, the subsequent question showcases concerns regarding teeth such as cavity or toothache



Step 3

Step #3: Encourage users to regularize their brushing habits twice a day, each time in the morning and the evening. To encourage this behavior, the brand needed to understand the brushing habits of users in Indonesia. Hence the third question assesses the frequency of brushing among the Indonesians, with three simple options.



Step 4

Step #4: Recognize the most important benefit that a user perceives in a toothpaste. This enables the brand to recommend the most-suited toothpaste variant for cleaner and healthier teeth. The last stage of the assessment enables a free one-on-one WhatsApp consultation with a doctor.

3. Retargeting Users to Drive Incremental Impact

By leveraging InMobi's retargeting capabilities, Pepsodent could target the users who didn't complete the assessment and nudged them to avail their free consultation, hence driving incremental engagement from high-intent users.

The Results

With the right mobile-first technology, Pepsodent successfully scaled the annual event online on mobile and drove strong reach and engagement in just a month. The retargeting initiatives saw 3X the higher CTR than the benchmarks.

The Results	
3.5 million unique users reached	2.7 X success rate in engaging users on the ad unit²
1 in 3 users who started the assessment consulted a doctor.	1.2X higher video completion rates¹
¹ InMobi Internal data- VCR Benchmarks ² InMobi Internal data- Overall CTR Benchmarks	