

Pepsodent Evokes Confident, "Merdeka" Smiles with an AI-powered Brand Activation



Solution
Understanding Consumers, Engaging with Customers

About Pepsodent

Pepsodent from the house of Unilever is the most popular dental care brand in Indonesia. As a brand that believes in providing accessible dental care to everyone, Pepsodent has been on a mission to spread good brushing habits for more than 25 years. The brand strongly advocates the importance of brushing teeth twice a day, morning and night, to maintain dental hygiene and avoid bigger health problems caused due to poor hygiene. The brand believes that every smile counts, and nothing should stop one from smiling - especially not bad oral health.

The Highlights

14%

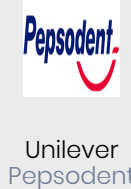
higher video completion rate recorded*

3.3X

overall engagement rate***



As a socially conscious brand, it was paramount for us to reach out to Indonesians and break the bad habits of poor dental hygiene. There's no better way to connect with Indonesians than on mobile. The special edition of the 'Merdeka' toothpaste version not just evoked the true spirit of being an Indonesian but enabled us to bring them back on track with maintaining hygiene. Thanks to InMobi for helping us drive this mission innovatively and for making it all look easy



The Brand Objective

The brand partnered with Mindshare and InMobi to inspire the entire nation to talk about Pepsodent and elevate its brand love in Indonesia. Leveraging the unlimited capabilities on mobile, the brand intelligently leveraged three pillars: the right audience, the right message, and the right time and place.



Pepsodent rose to the occasion to drive awareness among the Indonesians and bring healthy brushing habits back into their daily routine. The brand aimed to increase oral health awareness and, subsequently, toothpaste adoption during the month of pride for Indonesians - the month of their nation's independence. Targeting families, the brand decided to make Indonesians feel special and proud to get their hands on the special edition of the #SenyumIndonesia Merdeka toothpaste that elicits the honor of the archipelago. As a brand committed to social welfare, Pepsodent decided to donate a part of the contribution to educating over 25 million children in Indonesia.

To do so, the brand needed a technology partner that could evoke the spirit of Indonesians and encourage them to purchase the limited-edition toothpaste while bringing their healthy and confident smiles back.



The Solution

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1) Identifying the right audience: Pepsodent targeted Indonesians aged between 25 to 35 on InMobi Audiences and identified women who are on the lookout and shop for hygiene products for the family as the target audience.



2) Empowering consumers with AI-powered Dynamic Brand Interaction: Combining the power of video, AI-based keyword recognition, and Dynamic Creative Optimization (DCO), the brand created an eye-catching experience. Pepsodent designed a rich media full-screen experience that showcases an animated family with unhappy faces and a mic symbol tapping upon which the ad viewer can record the keyword. The Artificial Intelligence (AI) powered keyword detector recognizes the word 'Merdeka' translating to 'Independence Day' and brings a smile to the animated faces of the family.

The next card of the interstitial plays a 6-second engaging video with the message 'Let's free the Indonesian smiles from cavities; Brush regularly for a healthy and happy smile.' The end card of the video features limited-edition toothpaste, encouraging users to purchase by tapping on the CTA 'Buy Now'. Once the ad viewer taps on the CTA, they were redirected to the Pepsodent landing page, where they can complete the purchase.



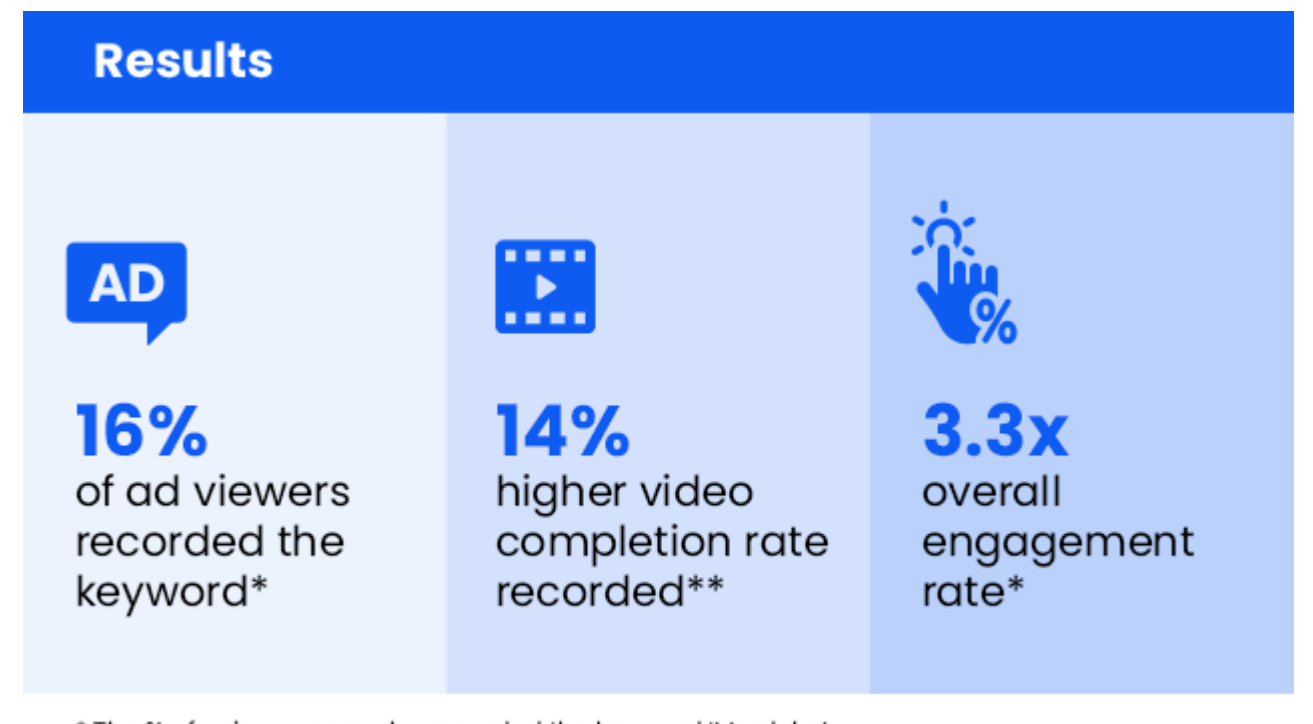
The campaign's highlight is the way the interstitial recognizes the time of the day to customize the message on the keyword to brush in the morning or night according to the time the user records the keyword.

If the user records the keyword in the afternoon, the interstitial shows a common message to brush twice a day, making it an overall enriching experience.



The Result

With a unique experience that crafted all things to perfection, Pepsodent saw impeccable results with the campaign.



* The % of unique users who recorded the keyword 'Merdeka'
** Compared to industry benchmarks