



Category: Consumer Relations Campaign

Company: O

Entry title: #NanoSmile

Brief and objectives:

With quick fixes flying off the shelves and new ranges flooding the marketplace, the teeth whitening and oral care market is a congested place.

Oral care brand WhiteWash Laboratories wanted to make an impact with their new Nano range.

The brief was to:

- Introduce Nano to predominantly female consumers aged 18-35 years
- To make the brand attractive to the high street customer and not just the luxury older market
- Position Nano as a premium yet high-street brand and to influence customer perceptions to align with their higher than average price point
- To attract high street buyers to stock Nano because they can see the key customer demographic are engaged with the brand already.

Rationale behind campaign, including research and planning:

The Nano brand was positioned between two competitor groups; very high-end oral care treatments and cheap high-street brands often with dentist endorsements. Our audience are happy to invest more in their skin care and make-up regime but to convince consumers to invest in a higher end, high-street version consumers will have to view their oral care in the same way they do skin care and make up.

The existing campaigns targeting the same 18-35 female customer is already saturated with above the line advertising and A-list celebrity endorsements. To cut through the noise the campaign needed to reach as much of the target customer as possible with a comparatively modest budget, through relevant channels, with a message that would resonate with their existing behaviours.

Instagram stood out as the key channel for our target demographic and with the restrictions in overall budgets we decided to focus our social media efforts on this key platform rather than dilute the impact by trying to harness multiple platforms.

Research

- Anecdotal feedback from existing customers
- Competitor analysis: existing campaigns and RRP
- Research into influential channels and digital personalities who drove engagement amongst this consumer group
- Research into blogger and social media personalities with highly engagement communities reflecting the target customer
- Media mapping: understanding which media titles are most influential to the target audience
- Persona development: creating the Nano customer persona based on the above research

Strategy and tactics, including creativity and innovation:

We implemented a mix of consumer media outreach, blogger outreach, celebrity and social media personality endorsements as well as paid social media advertising to achieve our key objectives.

All activity was wrapped in a campaign thread which ran through all comms: #NanoSmile

Alongside this we also integrated the ethos of Floss-Wash-Brush which is the oral care equivalent to the beauty regime; Cleanse-Tone-Moisturise.

The #NanoSmile key messages aligned with *health over the Hollywood smile* directly attacking competitor's messages which omitted to focus on the quality and health benefits of their products.

- **Blogger Outreach:** Beauty bloggers were targeted to review the Nano range and reinforce the product credentials alongside the Floss-Wash-Brush method to align the brand with the beauty-lover audience.
- **Media Outreach:** Journalists relevant to the 18-35 persona media map were then invited to trial the Nano range to experience the Floss-Wash-Brush regime for themselves, encouraged by the beauty and celebrity endorsements. We had used established but less well-known beauty bloggers to trial the Nano range and endorse it alongside the floss-wash-brush message.
- **Celebrity and Instagram influencer endorsement:**
 - We worked with celebrities and Instagram influencers to endorse the Nano range through Instagram posts via their own Instagram profiles linking back to the main WhiteWash Laboratories channel.
 - The celebrities we used were higher profile reality celebrities with very current, engaged social media followers (Celebrity Love Island, Big Brother, Geordie Shore etc.)
 - We also opted for hyperlocal Instagram influencers whose following was very regional rather than UK wide but whose engagement was high with the key 18-35 consumer group across beauty, music, health and fashion.
 - As part of their contracts all influencers were required to push the key #NanoSmile messages and to share their activity on social media using the campaign hashtag.

Social media advertising: We utilised the co-created content from influencers and bloggers to target our key consumer audience on Facebook and Instagram by implementing a Facebook advertising campaign.

Implementation of tactics:

- We created #NanoSmile gift packs for all Journalists we were targeting and followed up for feedback/additional insights from the campaign to encourage coverage in the key titles
- We worked with beauty bloggers to create bespoke briefs which aligned with their editorial schedules so the recommendations felt authentic
- We negotiated endorsements Instagram endorsement packages with Instagram influencers and celebrities and engaged with them through the existing WhiteWash Laboratories social media channels
- Social media advertising: we implemented and optimised a targeted Facebook and Instagram advertising campaign which utilised co-created content directed at our key audience.

Measurement and evaluation:

- The media and influencer coverage resulted in a reach of 17,763,030 people including coverage in titles such as The Sunday Times Style magazine, Huffington Post, The Daily Mirror and Grazia Magazine
- From the launch of the campaign the Whitewash Laboratories Instagram following increased by 93%
- Social media endorsements and blogger product reviews equated to a direct spike in digital sales - an increase of 200%
- The campaign caught the eye of health and beauty retailer Boots which has now introduced the Nano Whitening Toothpaste to over 200 nationwide stores as well as online
- We discovered the impact of hyperlocal influencer drove more engagement and ultimately sales so switched our focus to these niche audiences mid-way through the campaign. "The impact hyperlocal influencers had on our online sales and social media following meant we were comfortable with shifting our focus to be more grass roots" Tom Riley, WhiteWash Laboratories founder and director.