

## CREST WEEKLY CLEAN:

TREMOR™ delivers 3x trial rates and 2x awareness compared to other vehicles in the media mix.

DRIVE TRIAL FOR A NEW PRODUCT THAT REQUIRED NEW HABIT FORMATION

## *The Challenge*

Conventional media has its limitations. As do traditional approaches to “trial.” When Crest developed a new, intensive cleaning paste for weekly use, they realized they had a unique product that needed a unique marketing approach to gain the kind of meaningful trial that would establish new purchase and usage patterns.



Conventional approaches such as broadcast and print media, sampling, and coupons could go only so far in conveying a strong, experiential message. To best grasp the brand benefit and adopt its different usage pattern, consumers needed to have a conversation about Crest Weekly Clean before they actually tried it.

### WHY TREMOR?

It works. The TREMOR process has a proven record of creating that one message that will surprise a consumer and encourage her to share with her friends and family. The result is trial—both by the Vocalpoint member and by those in her immediate circle who have heard her recommendation. And for Crest Weekly Clean, trial was the measure of success.

### HOW TREMOR DELIVERED THE MESSAGE.

The disruptive message was introduced to 300,000 Vocalpoint members through a Crest Weekly Clean microsite on Vocalpoint.com and a direct mailer that included product information. The direct mailer also contained a free trial coupon, a weekly pocket calendar with spa tips for the Vocalpoint member and four \$1-off coupons for her to share with friends. Members were also allowed to opt-in to receive a Crest Weekly Clean spa headband. This online opt-in helped drive record engagement numbers on the Vocalpoint Crest Weekly Clean microsite.

### THE TREMOR METHODOLOGY.

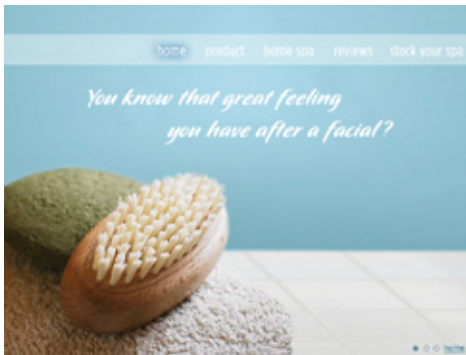
The TREMOR team began by looking for existing consumer expectations, or “schemas,” that would lead to the kind of disruptive message that could start the kind of conversation that could gain effective trial.

Using qualitative and quantitative research, two ideas quickly emerged. The first was the strong feeling among consumers that the results of everyday brushing didn’t compare to the deep-clean feeling of visiting the dentist. The second was the unique experience of having a full salon facial, an experience almost exclusively understood by women.

By blending the two findings, the TREMOR team developed a unique, talkable message: *“Crest Weekly Clean is like a facial for your teeth.”*

This disruptive message established a new context for creating a new habit: toothpaste you use once a week—something new and different from the brand’s established message—*“Crest Weekly Clean intensive cleaning paste gives you a smooth, clean feeling in-between dental visits”*.

TREMOR then conducted quantitative testing among Vocalpoint members to ensure the talkable message would meet the campaign’s success criteria.



## *How TREMOR delivered results.*

The TREMOR campaign proved to be the most effective part of the overall media mix for the launch of Crest Weekly Clean. TREMOR outperformed other tactics for measured trial, awareness and product test.

- Three times more effective in driving trial than other media (including tag TV spots, FSCI, ER and cobranding with Oral B).
- Two times more effective in building awareness than other launch media.

The TREMOR campaign delivered for Crest Weekly Clean by developing a message that created immediate consumer advocacy and drove significant increases in trial and awareness.