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**Task :**

Create visibility for Colgate Dental Cream across India

**Objective :**

Sales of Colgate Dental Cream are predominantly focused upon sales within small markets and target an SEC C&D population. The towns in these markets range in size from as small as a 5,000 population up to 500,000 and are distributed across numerous culturally and linguistically different states.

**Challenge :**

The primary challenge for oap was to find effective ways of reaching this geographically varied audience states, covering 8 states and 568 towns.

The second challenge was to ensure the campaign (being at great distances within the interiors) was properly executed and monitored when there is less visibility and accountability than in urban markets.

**Solution:**

oap due to its national presence was able to deploy localised teams for executing this massive campaign in the interiors. Flex printing was done at different locations to save time of execution and ensuring time lines were adhered to.

Vendors of all 963 sites installed were kept on standby to ensure things were mounted on time and pictures of the sites were sent to the servicing teams. Dockets of all the sites were prepared on time for submission along with the bills.

**Result :**

The Colgate team were more than happy with the way we planned and executed the campaign. Above and beyond the CDC campaign we were then awarded the work for Colgate Maxfresh & Colgate Sensitive.