



LUMINOUS WHITE Best IMC Campaign



VO: Tom's of Maine is a pioneer in safe, natural oral care, and in 2017, this reputation was reinforced with the launch of Luminous White toothpaste.

SHOW: TOM LOGO
LUMINOUS TP LOGO

zoom photo in on Luminous White

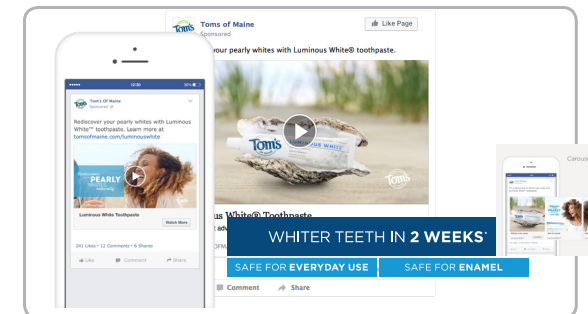
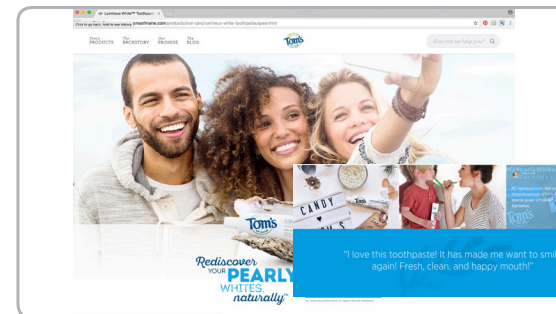
VO: Much like a craggy oyster shell that produces a pearl, Luminous White is truly a rare find: leveraging the best of nature to restore bright smiles without compromising safety.

SHOW: OYSTER SHELL
LUMINOUS PRODUCT

VO: The team looked at three lifestyle qualities to see how we could best engage Ally.

SHOW: VENN DIAGRAM

- MAINSTREAM WHITENING
- PROPENSITY FOR NATURAL
- CONNECTED BEHAVIORS (WINE GLASS, WEDDING DRESS)



VO: To build awareness, we created a series of 6-second bumper videos that acted as the gateway into the rest of our IMC, and deliver on budget efficiencies in a powerful way.

SHOW: AWARENESS
SHOW BUMPERS

VO: Consumers responded: all three formats received the highest brand recall from IPSOS – with strong stopping power — in just six seconds!

SHOW: • 26% AWARENESS LIFT
• A 20% CONSIDERATION LIFT ON YOUTUBE
• 16 MILLION FACEBOOK IMPRESSIONS

VO: 32.6M Impressions

SHOW: • PRINT AD & MAGS IT APPEARED IN

VO: Our Luminous landing page also delivered effectively.

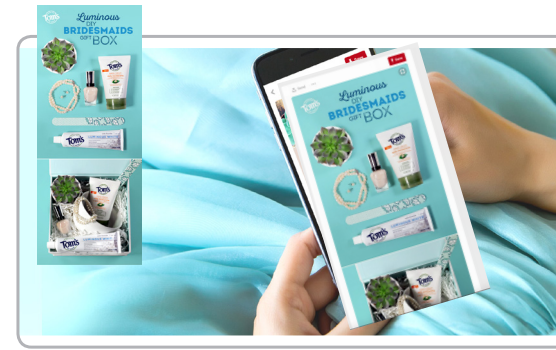
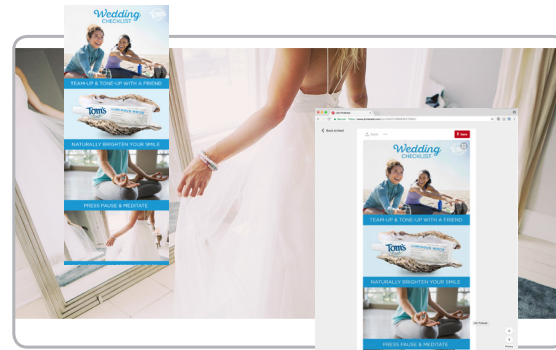
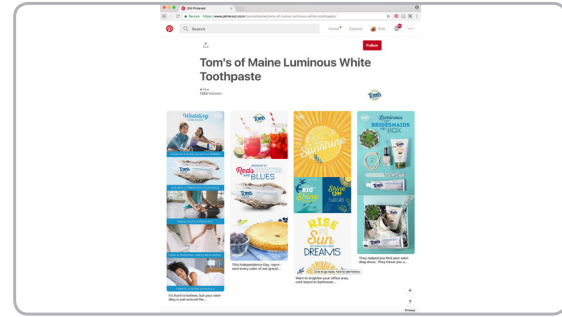
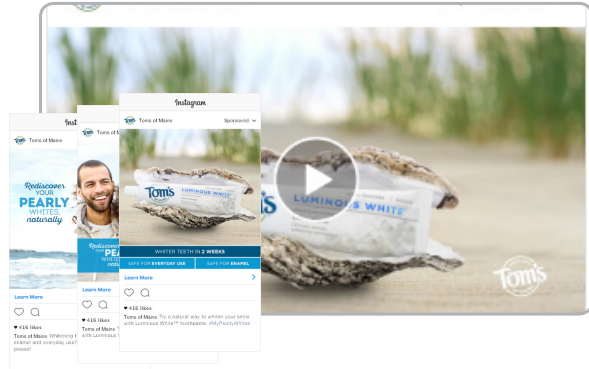
SHOW: • XX PAGE VIEWS
• XX VIDEO VIEWS
• AN AVERAGE TIME ON SITE OF XX

VO: We gained valuable scale in social by leveraging our teaser videos and product benefits.

SHOW: • OVER 5.6M PEOPLE
• AVERAGE FREQUENCY: 2.88M



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VO:
Our featured content hub engaged various Allys regarding their upcoming adventures.

SHOW: CONTENT
SHOW PINS

VO:
For example, "Wedding Ally" could use our curated Bridesmaid Box full of wedding day essentials, including Luminous White to keep her best girls smiling.

SHOW: SHOW BOX

VO:
"Wine and Foodie Ally" could dig in and brush up with colorful seasonal recipes she can now enjoy with confidence.

SHOW: SHOW RECIPES

CPE COSTS LOWER THAN EXPECTED



VO:
We helped Ally not only by brightening her smile, but also her home with our Luminous printable.

Pinterest: planned 68K engagements. Actual: 121K engagements to date



VO:
The shopper toolkit included everything from endcaps and floor stands... to direct mail offers and eblasts...

SHOW: SHOPPER
SHOW: A VARIETY OF OUR IN-STORE PIECES OVER THE NEXT SEVERAL FRAMES AS VO CONTINUES

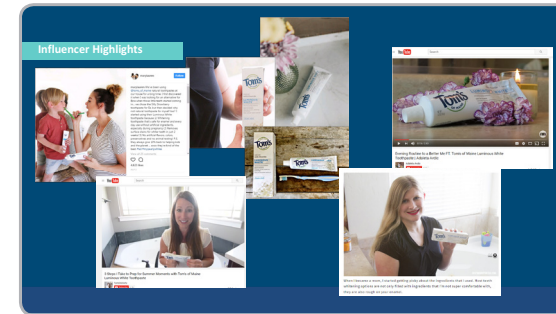
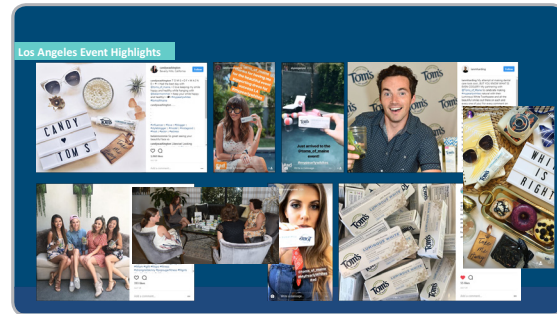
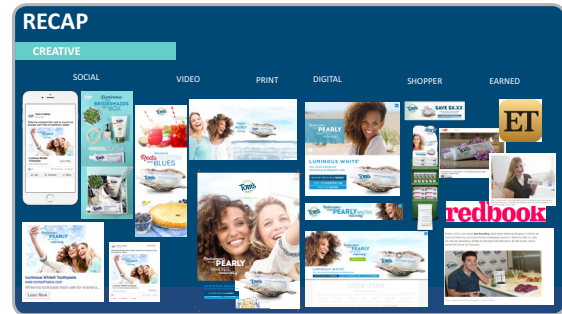


VO:
Whole Foods shoppers even enjoyed free coffee and Luminous White, followed by a location-based mobile offer to use while they shopped.

SHOW: Love Fest - mango sprouts recap



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VO:
In Earned, we broke through the 'whitening noise' by leveraging third-party influencers and our Goodness Circle to generate positive product reviews.

- SHOW: EARNED
- 60% RECALL SCORE
 - 50MM EARNED IMPRESSIONS
 - 26MM INFLUENCER IMPRESSIONS!



VO:
Overall, this IMC gave plenty of focus to Allies... and plenty of growth for Tom's of Maine.

VO:
And that's something to smile about.

SHOW: TOMS LOGO
STATS FROM LINDSEY?