

# Aquafresh's "Today is going to be a big day"

Oral healthcare brand, Aquafresh has positioned its latest campaign *Every day can be a big day* based on the insight that everyday confidence can begin with good oral health.



Image supplied. Oral healthcare brand, Aquafresh has positioned its latest campaign *Every day can be a big day* based on the insight that everyday confidence can begin with good oral health

Mamabua Molepo, brand manager at Aquafresh says, “Confidence is often the core of who we are and who we are able to become, regardless of age. While it isn’t the full picture, I sincerely believe confidence starts with a healthy mouth. So, if you can be proud of your mouth, you are on your way to being proud of yourself, and that’s what everyday confidence is all about.”

The consumer insight driving this campaign stems from the brand's recognition that, in the context of consumers brushing their teeth, it's more than merely ensuring fresh breath; it's about the associated confidence it brings.

It is also based on the insight that trust in toothpaste extends beyond the individual; it's not a casual choice, but rather a decision made for the entire family, emphasising the value that families place on functionality.

In this way, the campaign was able to start an important conversation.

## **Brand partnerships**

To bring the campaign to life, Aquafresh facilitated brand partnerships with four prominent personalities across entertainment and fashion.

Nelisiwe Sibiya, Aldecia Johnson, Nicole Bessick, and The Funny Chef created short videos of compelling scenarios that showcase the importance of meeting each day and the possibilities it brings with confidence.

The campaign built on the success of the brand's 2021 TVC, which features national inspiration and Springbok hero, Siya Kolisi.

## **A solid campaign that remains relevant**

The MSL PR team developed the comprehensive 360 communications strategy, which led to the creation of the TVC featuring Siya Kolisi as well as traditional PR and influencer initiatives that unfolded throughout the campaign's duration.

The multi-channel PR-led campaign subverted expectations and flipped the script on traditional toothpaste marketing in its aim to inspire a consumer to elevate their Aquafresh journey, which has garnered over eight million impressions across Instagram and Facebook.

"This campaign highlights the impact a solid campaign can have through a relatable message that remains relevant over time," says Molepo.

Molepo says it shows Aquafresh's commitment to recognising and celebrating the importance of inner confidence.

"We may contribute to this by offering oral care products crafted to deliver exceptional oral hygiene, but we have to build a bigger conversation. We aren't just toothpaste; we are a source of inner confidence that can truly change the course of our lives.

"By tapping into this, we have elevated the conversation and turned toothpaste marketing on its head."