



Watermelon Burst Campaign



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TABLE OF CONTENTS

01

OUR REASON

We explain the reasoning behind the campaign!

02

OUR WEBSITE

We created a website to showcase the brand!

03

OUR MISSION & VISION

We created a mission statement for the brand!

04

FUNNY QUOTES

We added quotes from all of us as if we were customers!

05

SOCIAL MEDIA POSTS

We wanted to let you dive into our media!

07

AUDIO AD

Hear a snippet of one of our radio ads!

08

PRESS RELEASE

Read about our wonderful product!

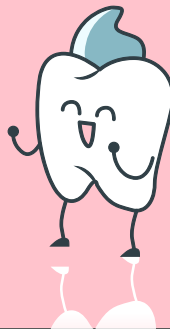
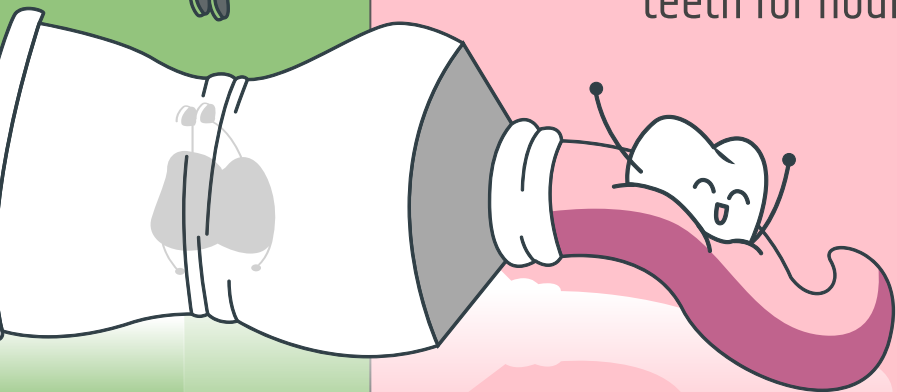
09

VIDEO AD

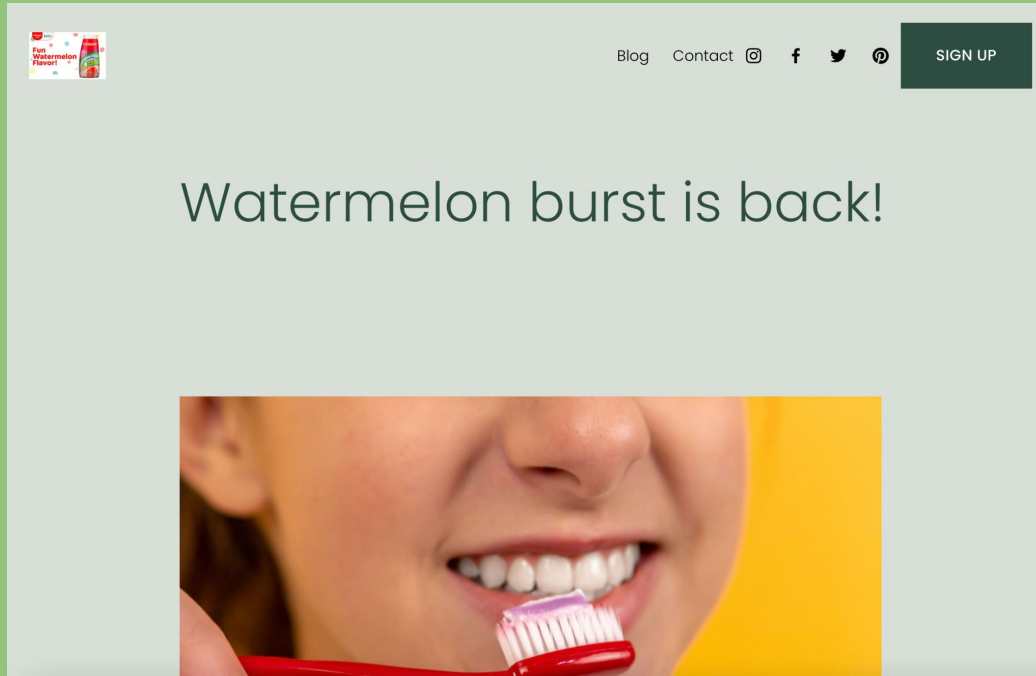
Experience our funny and informational video ad!

REASONING BEHIND PROJECT

Tired of your kids complaining about brushing their teeth? Watermelon burst is the solution for you! It has such a fun flavor that your kids will be brushing their teeth for hours!



<https://giraffe-triceratops-2lz2.squarespace.com/home-1>



password= colgate (lowercase)

OUR WEBSITE





MISSION

Our mission is to ensure brushing your teeth is fun and tasteful. We don't want you to dread brushing your teeth any longer! We want kids to love brushing their teeth too!



VISION

We are bringing back Watermelon Burst in hopes to give adults a sense of nostalgia into their kid years! As well as urging new generations to have a blast brushing their teeth with the flavorful toothpaste .



"I get so many compliments on my breath now!"

-Addison



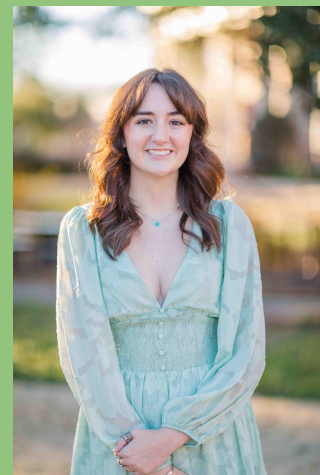
"I could literally drink this toothpaste it's so good!"

-Zoe



"Best toothpaste colgate has ever came out with!"

-Faith



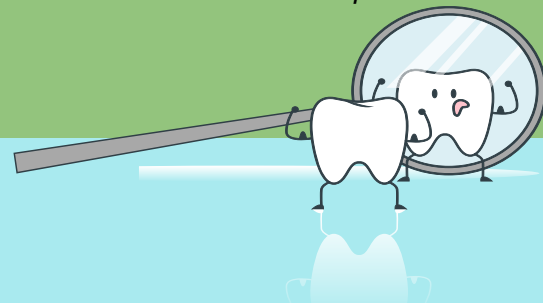
"I used watermelon burst once and now I can never go back to regular old mint toothpaste"

-Ansley Kate

"This toothpaste is so good that my kid has been brushing their teeth for four days straight."

—SOMEONE FAMOUS

QUOTES FROM OUR TEAM



SOCIAL MEDIA POSTS

INSTAGRAM

Its out with the old...
and in with the

NEW!!!



SOCIAL MEDIA POSTS FACEBOOK



AUDIO AD PORTION

https://drive.google.com/file/d/185fMLYvfzm-ZCZxCsyzcjQ3hGiEeue_8/view?usp=share_link



**PRESS
RELEASE**

https://docs.google.com/document/d/1ZqB8rNZPNglvrzd2w_R6_mCB_LvSgwhvWwd_GC9Vu0I/edit?usp=sharing

VIDEO AD

OUR TEAM



NURSE
Approved!



DOCTOR
Approved!



TOOTH FAIRY
Approved!

THANKS!

HAPPY BRUSHING!!

