



## ORAL-B LAUNCH IN UZBEKISTAN in MARCH 2023

---

- **Objective**
- **Campaign assets**
- **Execution**

# Objective

- Introduce Oral-B innovation in Uzbekistan
- Combine both paste and toothbrush communication
- Launch in March 2023



## CAMPAIGN ASSETS

KV

**Oral-B**

**ORAL-B DUO  
ENDI O`ZBEKISTONDA!**

**TISH KARASHLARIDAN\*  
2 BAROVAR HIMOYA  
VA SOG`LOM MILKLAR\*\***

DESIGNED IN GERMANY

**Oral-B**  
PROFESSIONAL

GUM & ENAMEL  
PRO-REPAIR  
ORIGINAL

STOMATOLOGLAR ASSOCIATSIYASI  
O`ZBEKISTON

P&G

Aloiddin Xodjaev  
Stomatolog

\*Oral-B qo'l tish cho'tkasi bilan  
\*\*Zararli tish karashlari tufayli milkning achishi

- Strong claim, local dentist, customized visual for Uzbekistan
- Indicate production origin (Germany)
- Test & recommendation from Uzbekistan Stomatologists Association

# CAMPAIGN ASSETS – TV COMMERCIAL





## MEDIA TV EXECUTION

- Oral-B entered the market with strong media plan with the following objectives that were achieved:
  1. Get the highest Effective Reach since launch - ✓
  2. Get the biggest Share of Voice since launch - ✓
    - Average Effective Reach 67% (more than any competitor in past 1 year)
    - Generated GRP 3080 (half of GRP generated by competitor in past 1 year)
    - Prime Time airing 52%
- Another biggest medium used by Oral-B is OOH.



# MEDIA OOH EXECUTION





# TRADE EXECUTION

