



Colgate: Utilizing a clever Gamified Branded Effect to drive traffic and sales during World Smile Day



The Objective

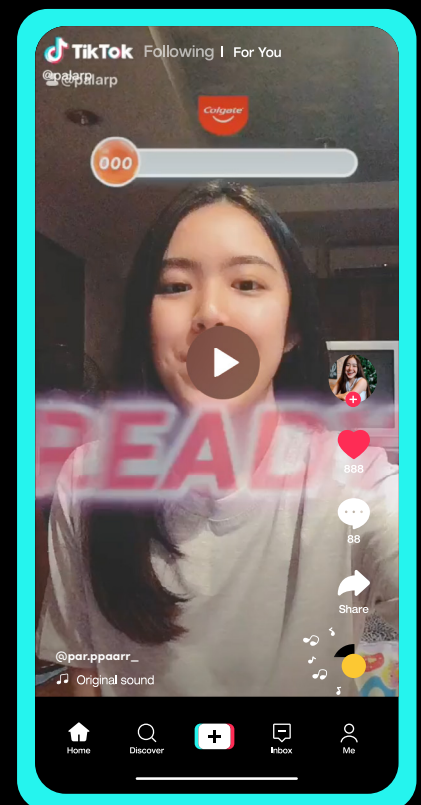
With World Smile Day around the corner, global oral care brand Colgate wanted to celebrate and remind everyone that you can light up the world with a bright smile. To spread this message, the brand was keen on launching a campaign that reached four markets across Southeast Asia: Indonesia, Philippines, Thailand and Vietnam. Knowing that TikTok was a great way to get users to not only share in the joy of a smile but also drive traffic to the brand's product page on Shopee, Colgate started planning.

The Solution

To drum up excitement and awareness, Colgate launched the #WinWithASmile Branded Hashtag Challenge. But to truly stand out, Colgate used a Gamified Branded Effect, becoming the first brand in SEA to do so. This added a game-like twist to the challenge: gobble up as many balls as possible that float across the screen to earn points. Rack up enough points to win a crown. And of course, don't forget to smile while doing so.

The Gamified Branded Effect added a new dynamic to the standard Hashtag Challenge. It was unique for everyone as each person experienced the Branded Effect differently - with Colgate balls carrying different points flying out of the corners of the screen at random. This led to a high number of total unique plays and total effect plays - which meant that users kept coming back for more to play with the effect multiple times, leading to a significant increase in Ad Recall. To further incentivize participants, Colgate launched a 6-day Coupon Rewards program. The coupons could be redeemed on Colgate's Shopee page, turning engagement into sales. And to jump start the campaign, Colgate worked with top creators in each of the four regions to boost virality and reach.

To further scale the visibility of the campaign, Colgate ran a series of ads throughout TikTok. The brand promoted a combination of official videos from the creators and the brand's own educational content as In-Feed Ads and TopViews in each of the four markets. In addition, the challenge was featured in TikTok's Discovery page as a Banner and # In List.





Colgate: Utilizing a clever Gamified Branded Effect to drive traffic and sales during World Smile Day

The Results



Colgate's #WinWithASmile Branded Hashtag Challenge was a huge success. More than 1.2 million users participated in the challenge, submitting 2.2 million videos. Eager to see who could break 200 points to win a crown, the campaign drove a total of 2.2 billion video views. Aside from these impressive numbers, a Brand Lift Study was conducted in all 3 markets with great results. In Indonesia, Brand Awareness was up by 14.77%, in Vietnam, Intent to Purchase was up by 10.44% and in the Philippines, Ad-Recall increased by 42.85%.

"TikTok has helped us extend the consumer engagement journey and drive a social voice within our core young target audience. More importantly, TikTok stands together with us to deliver this optimistic message to the community, especially during the pandemic. This is a great achievement for both of us." said Danny Duan, Associate Marketing and Integrated Communications Director, Colgate Asia Pacific. With a highly engaging campaign, users weren't the only ones to walk away with a smile. With these results, Colgate was also grinning from ear-to-ear.

Products Used



TikTok

The leading destination for short-form mobile video.

[Learn more about TikTok](#)



In-Feed Ads

Integrate video content into users' "For You" feed.

[Learn more](#)



TopView

Present your brand on the best and unmissable placement of TikTok.

[Learn more](#)



Branded Hashtag Challenge

A one-of-a-kind engagement format that taps into user passion for creation and expression.

[Learn more](#)



Win Mega Sales with Shoppertainment!

Complete the form [here](#)
or contact your Partnership Manager to find out more.

