

**Say bye to
unattractive,
dull & boring...**



**Say hello to
modern,
functional, &
stylish...**

The Ask. Make a mundane product extraordinary.

Toothpaste.

A consumer staple

Low involvement

"All the same" - Removes film from teeth

1 out of 3 purchases are based on packaging

"I only buy the toothpaste with the shiniest box."

"50% of consumers believe that current toothpaste packaging looks clinical, dull, and boring."

The Opportunity. Give toothpaste a fresh new look.

The Product. Positioning: "The Method of toothpaste."

Display with pride.



Target young women (18-34 years)

Affordable

Tastes great & does the job

Testimonials: Is this a product you would be interested in?

"100% YES! I complain about our ugly toothpaste to my fiancé all the time. It's an eyesore on the counter."

"If it wasn't too expensive I definitely would. Personally, I hate clutter and a messy looking counter so I feel like having it would make my bathroom look modern AF..."

"YES. I was literally thinking about this the other day! Everything in my bathroom I try to make go with my aesthetic. Even my essentials cause I'm a dumb millennial and live for that shit...But my toothpaste is ugly so I keep it hidden in a box I got at Target."

The Packaging. See Appendix A

Simple plastic exterior

A few core colors (e.g. gold, silver, black, white)

"Shelfie-able"

The Price. See Appendix B

Whitespace: \$1.22-\$1.90 per oz

MSRP=\$6.24 (\$1.56/oz)

The Place.



Publix.



Walgreens



UO

amazon

The Promotion.



In-store



Print



Online



Appendix A.

Packaging designed to look great on your counter and stand out on the shelf.



Attractive plastic exterior

Gravity based

"Shelfie-able"

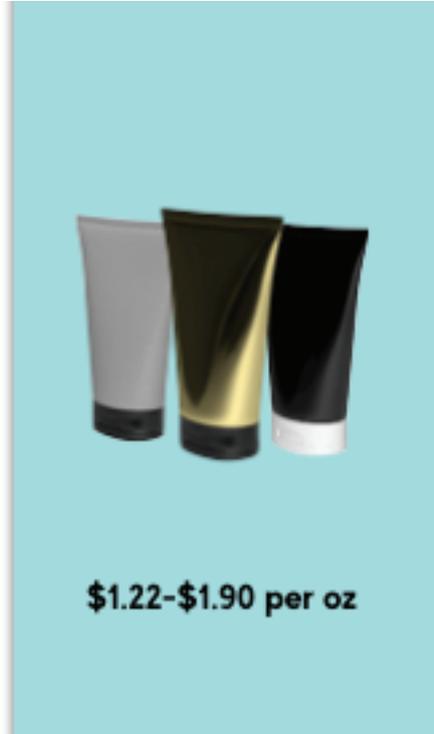


Appendix B.

Competitive analysis proves whitespace for a well designed product at an affordable price.



\$0.49-\$1.22 per oz



\$1.22-\$1.90 per oz



\$1.50-\$5.00 per oz



4 oz tube

MSRP= \$6.24 (\$1.56/oz)



Marvis Classic Strong Mint
Toothpaste, 3.8 oz

\$12.00 (\$3.15/oz)



Colgate Cavity Protection Toothpaste with Fluoride- 4.0
Ounces

\$4.16 (\$1.04/oz)

Competitive Analysis

Brand	Positioning	Natural (Y/N)?	Price/oz	Flavors	Packaging Materials	Active Ingredients	Places Sold	Consumer Reviews	Additional Notes
1 Quip	"Designed with every mouth in mind." "Design products that guide good habits."	N	\$1.06	Mint	Plastic	Sodium Monofluorophosphate 0.76% (0.1% w/v fluoride)	D2C Online Subscription service	"Simple, affordable, and surprisingly enjoyable." "The toothpaste does its job in terms of protection, cleanliness, and freshening" "I don't love the taste." "Provides a pretty normal taste, and foams up quite well." "Never seen this toothpaste before! I'm so excited to try it. It was cheaper than Tom's and the packaging is GORGEOUS!" "Longevity wise, I feel like there isn't as much toothpaste per bottle as you'd like. I found myself having to buy a new one every 5 weeks or so. Toms usually lasts me about 2 months." "This is the worst toothpaste I have ever tried. The teeth become sensitive after use, next day I use the other one and the teeth are okay, than I use this one and it sensitive again. Also it is very liquid toothpaste, not comfortable to use and the taste is strange, like some kind of sweet medication. Did not like it at all." "Great product, poor packaging...Packaged in a hand lotion tube. The opening is a very stiff plastic that is not squeezable. For toothpaste, in this container, there is a lot of waste, and I don't like waste. It should be in a regular toothpaste tube that you can easily squeeze out the contents."	Subscription Service
2 Hello	"Naturally friendly toothpaste"	Y	\$1.50	Variety	Plastic	Flouride and Flouride Free. "Thoughtfully sourced ingredients." Natural. No Dyes. No Parabens. No Artificial Flavors. No gluten.	Amazon, CVS, Walmart, Target, Kroger		Has whitening, sensitive, and kids lines
3 Aesop	"Created with meticulous attention to detail and with efficacy and sensory pleasure in mind." "Luxury toothpaste."	N	\$5.00	One distinct flavor.	Aluminium	Calcium Carbonate. Fluoride free.	Aesop.com, Nordstrom, Barney's	"Firstly, I have to warn that the taste of this toothpaste is an extremely acquired taste. You must like the taste of cardamom, if not, this is completely foul. I'm a sucker for Aesop's packaging and scent more than the product but I was mildly disappointed that the sensorial of this product overwhelmed me. It did its job and didn't feel like commercialised toothpaste, which was what I was after. Won't repurchase though..." "I was pleasantly surprised by this toothpaste. I purchased it on a recommendation from an influencer. I wasn't entirely sure what to expect with the flavors that were listed--Buckthorn, Cardamom, Wasabia Japonica (what the heck?). Once I tried it out, I actually really enjoyed the flavors. It's quite mild but very refreshing. As far as the benefits over toothpaste you'd find in a grocery store? I can't tell a difference in my oral hygiene one way or the other, it seems to do just as good a job as any normal toothpaste. I'll enjoy this tube, but I'm not sure I'll repurchase when it's empty." "Great toothpaste. Obviously a premium product and probably provides no benefit over regular toothpastes but damnit it just seems nicer. Has a good strength to it and leaves my breath fresh for a while."	
4 Marvis	"Cheeky, iconic, original in one word: content"	N	\$3.15	Variety	Aluminium	Sodium Fluoride (3.0%)	Walmart, Amazon, Sephora (online only), Urban Outfitters, Kmart	"I am a product packaging junkie, so of course I was drawn to this toothpaste just for how cool it looks on my bathroom vanity. That's about as impressed as I got with this product. I didn't care for it at all. It didn't clean as well as other toothpastes I've used, and I couldn't say that it whitened at all. A \$0.99 tube of Pepsodent is equally effective at cleaning your teeth. This is going to the guest bathroom and I'm going back to Crest Complete." "It's just expensive toothpaste with about as much power as cheap toothpaste." "How does it make your life less exhausting? It's literally overpriced toothpaste. This is dumb."	Originated in Europe (Made in Florence, Italy)

5	David's	"The highest quality and best natural toothpaste available." "Premium natural toothpaste."	Y	\$1.90	Mint	Aluminum	Calcium carbonate (limestone, abrasive); Fluoride free	Urban Outfitters, Amazon.com	David's.com, Urban Outfitters, Amazon.com	"David's toothpaste is the best stuff we've ever used! No weird ingredients like fluoride, sulfate, etc., only good stuff from the earth. My kids also use it and they love it. They also love the roll-up key! The flavor is not even too strong for my 6 year old. You can feel your teeth getting clean when using it, and there's no fake "foam" to feel clean-scams like the big companies use. This is seriously the best toothpaste we've ever tried. It even looks great on the bathroom counter. Great tasting, great design, made in USA with natural ingredients. What more could you want?" "The toothpaste itself is great! The packaging is a nightmare. It oozes. Everywhere. All the time. I can't travel with it, and it's a pain to clean up off the counter and my hands... Can't properly clean it up because it just keeps coming. I know, first world problems. But hey, I live in the first world, and this stuff is a bit pricey."	Made in USA
6	Boka	"Pairs nature with science."	Y&N	\$2.50	Mint	Plastic	nano-hydroxyapatite (n-Ha)	Urban Outfitters, Birchbox	Boka.com, subscription service option, Urban Outfitters, in Birchbox	"Love the texture of this toothpaste, it's nice and smooth. The flavor isn't too strong but leaves your mouth feeling clean. This is one subscription I won't be canceling!" "This toothpaste really made my teeth feel clean with minimal effort, which is really important to me since I have receding gums and have to be really gentle when I brush. At the same time it also didn't feel like it was too abrasive. It seems with most toothpastes you have to decide between one or the other."	Flouride Free; Subscription Service; "Minimalist design."
7	Tom's of Maine	"Help others live a more natural life."	Y	\$1.10	Variety	Plastic	Sodium Monofluorophosphate 0.76% (0.1% w/v fluoride); Also has flouride free	Kroger, Amazon, Target	Kroger, Amazon, Target	"Looking for cruelty free toothpastes and came across Tom's of Maine. I've been using it for about a month and love it. Leaves a fresh, clean feeling in my mouth. I only wish they sold this in a larger tube." "Does not taste good." "I purchased this because I started to try out some of Tom's other products, and this works fine for me! The only issue I really have with it is that I wish it was a bit more minty. When I brush my tongue, it doesn't feel like it really gets rid of the bad breath germs there, but I know it cleans my teeth for sure. It might just be that I'm too used to the typical brands being an overpowered mint flavor. Other than that, it does what it's made to do, and really doesn't taste that bad in my opinion."	Owned by Colgate-Palmolive The leader in the fast-growing Naturals market
8	Jason	"We believe in living authentically, exploring the unexpected, and celebrating nature's simple power. Wellness is our second nature."	Y	\$1.02	Variety	Plastic	Natural Ingredients	Walmart, CVS, Publix, Amazon.com, Kroger	Walmart, CVS, Publix, Amazon.com, Kroger	"I've tried multiple "natural" toothpastes and this one honestly isn't my favourite as it doesn't leave me feeling minty fresh. Overall, I think this is an ok product, average at best as there are better alternatives such as Tom's or even Marvis." "Once you get used to the lack of sweetness, this paste is quite good. Minty without the foaminess from the sodium laurel sulfate. I heard that it was the cause of a lot of canker sores and since switching to this, I haven't had one since. Good quality brand for a decent price. As a plus, the cap has a flip top! I do wish it still had fluoride. If it did, I'd give it five stars."	Lawsuit in the past: The lawsuit claims that Hain Celestial falsely sells, labels and/or represents certain cosmetic products as organic. (2015)
	Colgate	\$0.49/oz									
	Crest	\$0.65/oz									
	Sensodyne	\$1.22/oz									
	Whitespace	"The Flamingo of Toothpaste." "Something you want to show off." "Everything that matters, nothing that does"	N	\$1.22- \$1.90	Mint	Plastic	Sodium Monofluorophosphate	Walmart, CVS, Publix, Amazon.com, Kroger	Walmart, CVS, Publix, Amazon.com, Kroger	Features: Great design. Affordable price. Designed to complement your home aesthetic, but stand out on the shelf. Be proud to display your toothpaste, not ashamed. Make brushing teeth less of a chore. Beautiful...But it works. Exciting!	Why it works: Appeals to irrational, emotional decision making. Differentiate based on design not function.