



Colgate - Palmolive's Unique Oral Health Month Promotion

Travelocity, October 25, 2007

URL: <http://www.pr9.net/health/dentistry/6635october.html>

Reaching out to younger, urban consumers through a unique video animation.

PR9.NET October 25, 2007 - Mumbai - Colgate-Palmolive (India) Limited, the market leader in Oral Care, has taken the viral route to spread the message of good oral health as part of its initiative to offer free dental check ups during Oral Health Month.

Leveraging the growing Internet space, the new viral campaign seeks to reach younger, urban audiences with a futuristic video that shows a new species – germosaurus – wreaking havoc in 3000 AD. The video, which can be viewed at <http://www.attackofthegermosaurus.com>, goes on to rewind back to the present with a simple message "Don't Play God to a New Species – Get a dental check up instead". Visitors to the site are invited to share names and addresses of friends so that the message of good oral health via the germosaurus can be spread virally.

During Oral Health Month 2007, Colgate-Palmolive (India) has used a 360 degree approach to raise awareness through a combination of television, print, radio, hoarding, online ads and a series of below-the-line activities.

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