

National
toothbrush
Day





TOOTHBRUSH CAMPAIGN PROPOSAL

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THE IDEA

Initially this project started as a commemoration for toothbrushes, but it soon developed into a full campaign proposal. Instead of simply understanding the necessity of the toothbrush myself I wanted to be able to spread the word and create awareness so that others could comprehend the importance of celebrating such an ordinary object, yet essential part of our everyday lives.



RESEARCH

In order to get my head around the idea of toothbrushes I decided to start at the core, and look into teeth and how much they mean to people. They play an incredibly important role in our lives. Some people are being bullied for bad teeth, whilst others are paying a fortune for good teeth; they are the focal point of a person's face. A smile can show so much emotion and personality, it can be the main

cause of attraction. For this reason a toothbrush is essential when it comes to social interaction with others. However, a toothbrush's primary purpose is to support our health. They were invented in 1498, and have been developing ever since. I think the use of important facts like this can be the making of a campaign, in that the truth can shock and greatly appeal to an audience that is unaware.

toothbrushes -
eliminating
morning breath

Since
1498

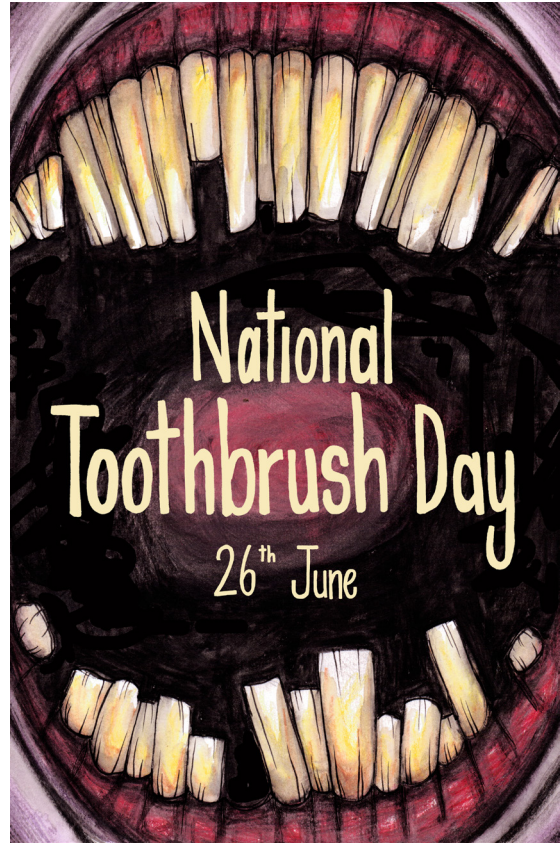
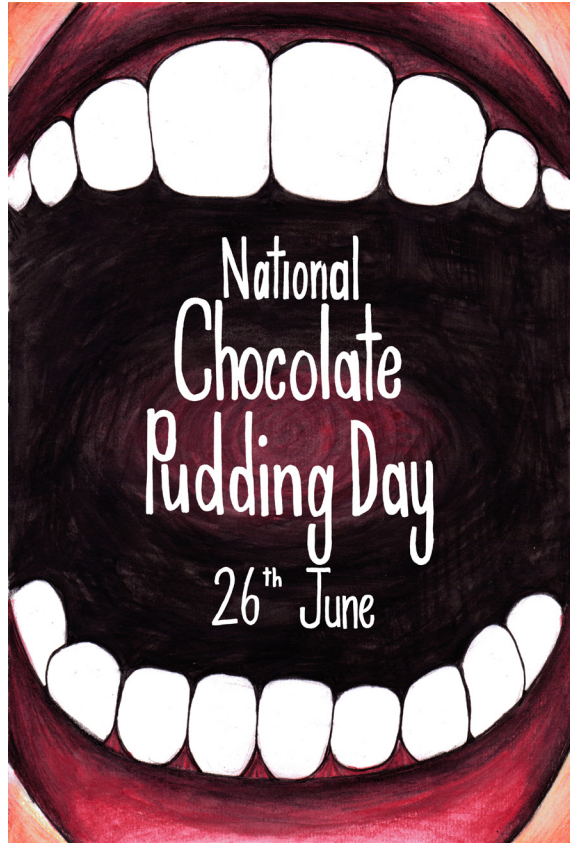


toothbrushes -
Supporting
drunk kisses

Since
1498

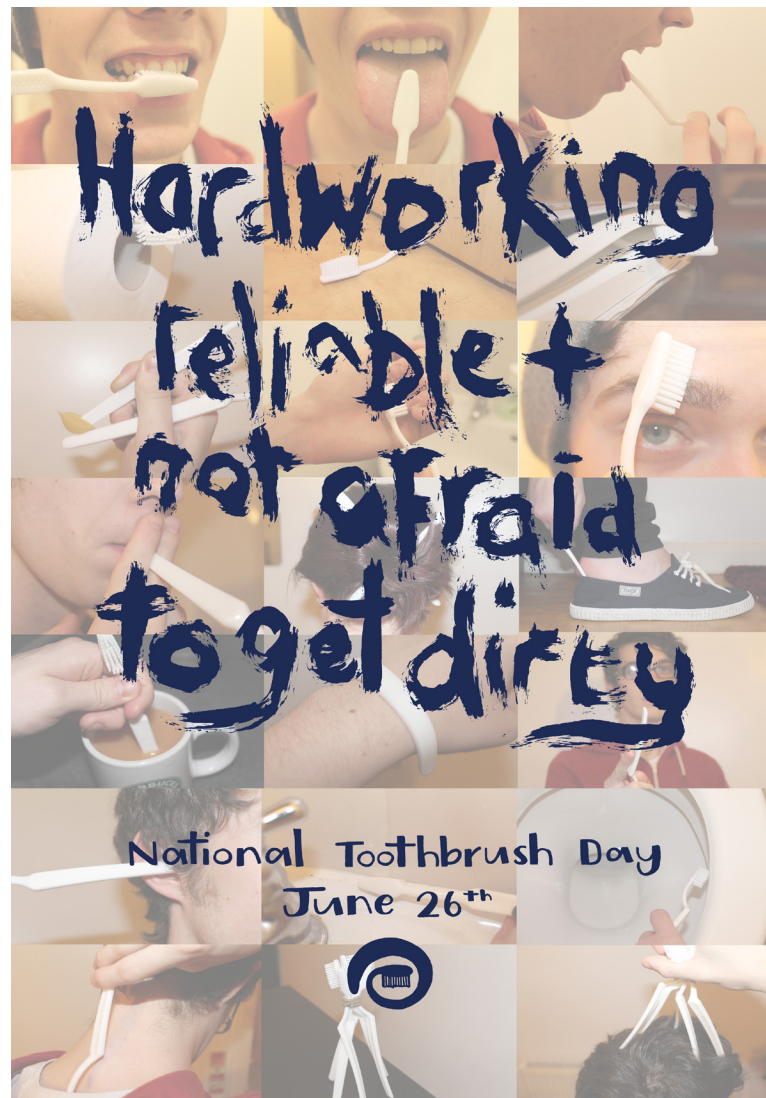


METAL
MOUTH



DEVELOPMENT

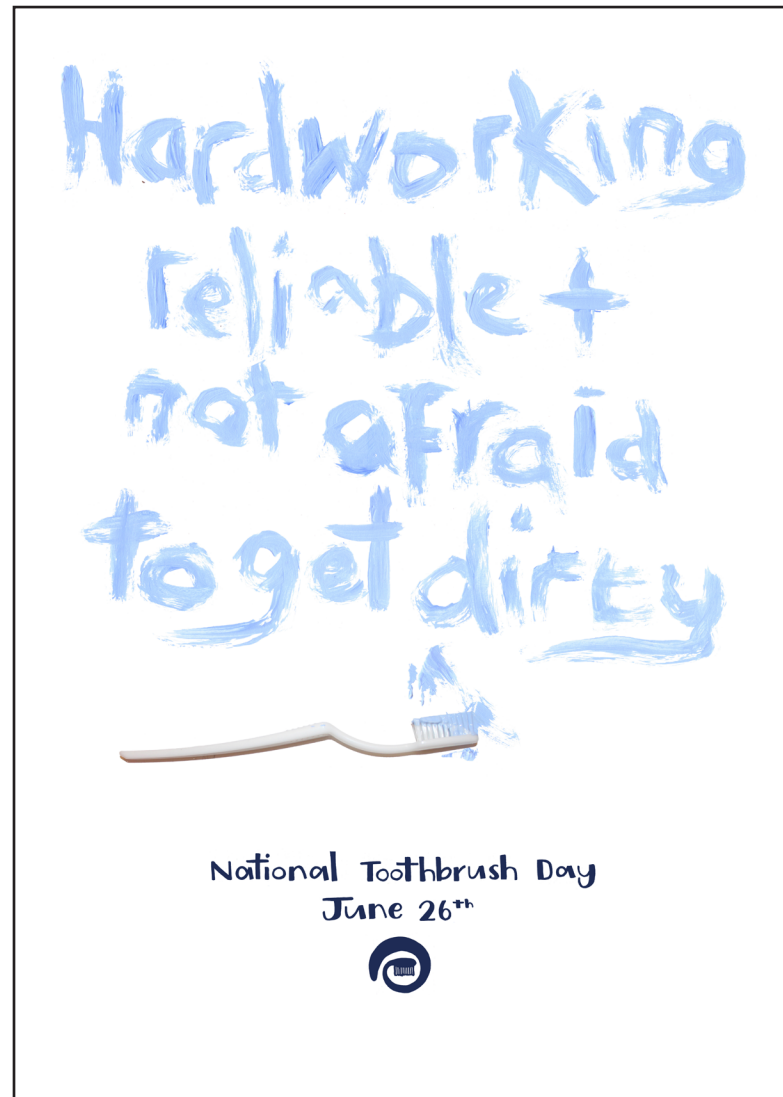
I soon discovered that there is already a day celebrating the toothbrush- the 26th June. However, this day is also national chocolate pudding day, which I think is rather ironic. For this reason I experimented with two different poster ideas, that would sit as a pair to contrast each other (left). Again this idea uses facts that would get people to think, but I decided to carry on developing my ideas to see where I could end up.



FURTHER DEVELOPMENT

I then came up with the slogan 'Hardworking reliable and not afraid to get dirty' (left). Again I wanted this to catch the viewers attention, and make people think. It gives the toothbrush a sense of humanity, which the audience can then relate to, and sympathise with. I also wanted to push this idea further and show exactly how hardworking they are with the many uses of

a toothbrush (other than simply brushing your teeth) through photography. I think these two aspects work successfully in seperate situations, however combining the two is a bit too overpowering and detracts from each individual element. Therefore I decided that the slogan is the strongest aspect so I wanted to concentrate on that for my final design.



FINAL POSTER DESIGN

This is my final poster design (left), in focusing on the slogan I wanted to emphasise the point of being hardworking by showing the toothbrush as the writing tool. I think this clarifies the idea, ensuring that the viewer understands exactly what I am trying to portray. I also incorporated my own toothbrush logo in order for it to resemble a working brand. Furthermore I have kept the logo design very simple so that it would be recognisable to the audience.



THE CAMPAIGN

For my campaign I decided to work on a much larger scale, and attempt to work with 'guerilla advertising'. I wanted it to be interactive, changing everyday to add intrigue and catch the viewers attention. My final idea was to use the slogan 'don't let plaque attack', and using moss to represent plaque the slogan and teeth would gradually get covered on a daily basis. This would portray the 'plaque attacking' as you can see (left).

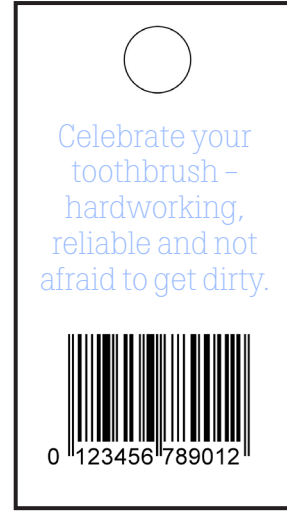
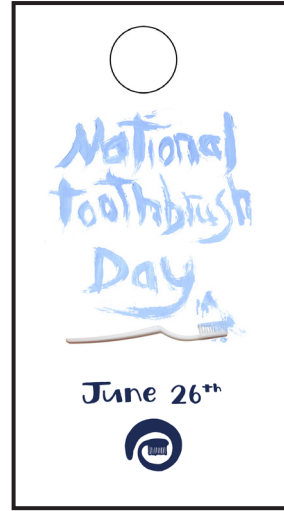
I think this campaign would be very successful and eye catching, however due to the essential element of the advert being seen everyday I knew that the location was key. Therefore I found some perfect sites around Leeds city centre to represent my campaign (shown on the following page). I think the most prominent position would be the closest to road traffic, as it would be seen by a much wider audience.





BRACELETS

In addition to the poster work I have been producing for this campaign I also created a range of toothbrush bracelets. I think these are the perfect way to respect your toothbrush, recycling them once you have finished with them, and turning them into something new. They are quick and easy to make, and the result is exciting and unique.



As shown on the previous page I decorated these boxes to hold the bracelets in order to add to that handmade feel that the bracelets give. If they were to be mass produced the boxes would come in a wide range of different colours and patterns to appeal to a wider audience. I also think it makes the bracelets look more luxurious therefore they could be sold at a higher price as they would make the perfect unique present. Furthermore, each

bracelet will have an attached tag detailing the date of national toothbrush day and the cost of the bracelet (as you can see above). I think this product is very versatile, and would mainly appeal to females (of all ages). However if I were to have more time I would experiment with packaging the black, blue and green bracelets in a more masculine fashion, thus appealing to a larger proportion of the public.





IN CONCLUSION

For this project I spent a lot of time researching and developing my ideas before I began creating work. This helped me get into the right frame of mind, focusing on my thoughts and how to present them to an audience. It took me quite some time to do this, as I am so used to concentrating on the visual outcome.

Overall I think this would be a successful campaign as it appeals to consumers on a

range of different levels; from the more personal bracelets, to the wide scale guerilla advertisements. I think that the bracelets are very commercial, and if need be could be slightly reworked in order to be mass produced. In addition to this, the poster design uses a powerful slogan, and due to the simplicity and use of space within the composition it would stand out amongst a wall of other more complicated posters.



