

Brush Day+Night Campaign

Frequently asked questions

Q1: What is the Brush Day+Night campaign?

A1: Unilever Oral Care, through its brands (including Signal, Pepsodent, Close Up and Mentadent) has developed the Brush Day+Night campaign. The campaign aims to create a new long term habit of children and parents brushing day and night. The experts recognise that twice daily brushing with a fluoride toothpaste is the most beneficial behaviour for people's oral health. Indeed it has been proven that brushing day and night with a fluoride toothpaste can cut tooth decay by up to 50% for children¹, compared with just brushing once, reducing the misery, pain, loss of self-confidence and expense that tooth decay can cause.

Unilever Oral Care's campaign is aimed at empowering parents to turn what can often be a tortuous moment of getting children to brush into an enjoyable yet educational experience.

Q2: Why has Unilever Oral Care launched this campaign?

A2: Improving people's quality of life through their oral health is at the core of everything we do. Poor oral health causes pain, suffering and misery for millions on a daily basis. Oral health is often ignored when it comes to setting healthcare agendas, yet according to the WHO, oral disease carries a larger disease burden than other serious illnesses such as tuberculosis and malaria. Not only that, but millions of hours of school and work are missed each year due to oral health issues. Unilever Oral Care is privileged in its size and scale to be able to significantly improve oral care on a global scale.

With a presence in more than 50 countries around the world, four billion people, approximately 70% of the world's population, have access to Unilever Oral Care products. Furthermore, Unilever Oral Care supports over forty oral health improvement programmes in countries around the world and holds a unique partnership with the FDI World Dental Federation - the authoritative independent voice of dentistry - to improve oral health on a global scale.

The Brush Day+Night campaign will become the overarching purpose of all our existing oral health improvement programmes, be they dental camps, month of dental prevention initiatives, school dentist visits or indeed our 40 oral health improvement programmes being run in 37 countries together with the FDI.

Q3: What form will the campaign take?

A3: The campaign revolves around two characters, Pablo and Oliver, a father and son who share tips and tricks on how to make brushing enjoyable, rather than a nightly torture for both parents and children. The campaign will feature a series of TV advertisements which will run in countries where

¹ *Pine et al. Int Dent J 2000; 50: 312-323

Unilever Oral Care is present all over the world at key times of the day. The advertisements will take viewers through the journey of Pablo who uses humour to educate his son, Oliver, while brushing his teeth, especially at night time. A new and improved schools programme designed to teach children how to brush will also be rolled out, together with a campaign targeted at dental professionals, providing them with engaging educational materials to pass onto their patients. Finally, a comprehensive PR campaign will raise awareness of the poor oral health of children in the country and most importantly, what parents can do to solve this.

Q4: What was the inspiration for the campaign?

A4: A simple concept, the campaign was inspired not only by mums' challenging toothbrushing experiences with their children but also a groundbreaking scientific study into the impact of quality family experiences, images and messages on promoting more regular brushing behaviour.

Unilever Oral Care ran a study² in China and measured the effect of two different advertisements on adults' and children's toothbrushing habits. 246 families were split into two groups and over the course of three weeks, one group viewed a TV advertisement showing a father and son enjoying quality time and brushing their teeth together, while the other group watched a more traditional anti-cavity toothpaste advertisement, that didn't emphasise any family shared experience. The toothbrushing habits of both groups were then measured. To ensure accurate results, the families used a unique 'Sensor brush' which contained a chip in the handle to record their toothbrushing behaviour before and after exposure to the advertisements. The chip then provided a detailed record of the frequency and duration of all toothbrushing over the course of the experiment.

The results were impressive. Families who watched the father and son advertisement brushed their teeth more often at night for the first few days afterwards; although this change was only temporary, the test group brushed more often than the control group that hadn't watched the advertisement. It affected on average 24% of the test families immediately after viewing the advertisement, which was a good result. Although this wasn't generally sustained at the end of the study, we knew we were on to something.

Q5: Is brushing day and night enough to improve oral health?

A5: Oral Care experts agree that the single most important activity to improve oral health is brushing day and night with a fluoride toothpaste. The importance of toothbrushing should not be overlooked: oral disease has been linked to a variety of other serious conditions: periodontitis (the severe form of gum disease) has been associated to cardiovascular disease, strokes and bacterial pneumonia.

Q6: In which countries will this campaign be run?

A6: This is a global campaign designed to get children and their parents to brush day and night. There are plans to roll out the campaign in countries around the world.

² Claessen et al. Int Dent J 2008; 58: 307-320

Q7: How long will the campaign run for?

A7: This is a long term initiative.

Q8: What impact will the campaign have?

A8: If successful, our campaign will get millions of children around the world – and their parents – to brush day and night, which will have a fundamental affect on oral health. Our schools programmes that are being implemented around the world have been designed together with Professor Cynthia Pine (CBE), who is an expert in designing schools programmes for effective oral care behaviour change. Our marketing materials have also been inspired by a scientific study into what helps parents and their children brush more readily. We also know that the single most important activity that dental experts believe will improve oral health is getting people to brush twice daily with a fluoride containing toothpaste. All these elements suggest a powerful campaign to positively effect oral care behaviour change.

Q9: How can children and parents become part of the campaign?

A9: The beauty of this campaign is that everyone can take part regardless of whether Unilever Oral Care has a toothpaste/toothbrush brand in that country. Parents and children can download useful tools and games from this website to help them brush day and night in an enjoyable and educational way. The Pablo and Oliver advertisements can also be downloaded and we hope families will be inspired to share their own tips and tricks to turn brushing into a more enjoyable experience.

Q10: Which independent authorities support this campaign?

A10: The Brush Day+Night campaign is supported by the world's dental authority, the FDI World Dental Federation and the world's leading expert in effective schools programmes for improved oral health, Professor Cynthia Pine, CBE. At a country level, the National Dental Associations that work closely with our Unilever Oral Care brands will also support the campaign.

Q11: Isn't this campaign merely a marketing ploy to sell more toothpaste?

A11: The importance of toothbrushing should not be overlooked: oral disease has been linked to a variety of other serious conditions: periodontitis (the severe form of gum disease) has been associated to cardiovascular disease, strokes and bacterial pneumonia.

Millions of children around the world do not brush their teeth twice a day. Increasing the use of oral care products and toothbrushing with a fluoride toothpaste is therefore a good thing. As a manufacturer of toothbrushes and toothpastes we also benefit – but these products need to be readily available and Unilever has expertise in providing them. Unilever is a responsible manufacturer, and we are committed to helping our consumers learn more about the importance of oral health, and why prevention is better than cure.

For more information please contact your local Unilever office or the global press office on brushdayandnight@saltlondon.com or call +44 208 870 6777.

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