



## Colgate Strong Teeth's latest campaign #TheDailyGrind reminds Indians to restore lost calcium and strengthen their teeth



**Mumbai India, October 9, 2024:** Colgate-Palmolive (India) Limited, the market leader in oral care, has launched its latest campaign '#TheDailyGrind' under the Colgate Strong Teeth brand. The campaign spotlights the rampant increase in snacking frequency across India which results in teeth weakening, impacting overall oral health. To put this into perspective, a recent study has revealed that 44%<sup>1</sup> of Indians are eating or drinking something at any given hour of the day. This behavior is common in urban populations with the increasing munching between meals, but also in rural with the constant tea & snack occasions throughout the day.

The campaign visually highlights the fact that frequent snacking everyday exacerbates the loss of calcium from our teeth. Colgate Strong Teeth's science-backed formula which

contains the unique Arginine + Calcium Boost technology is superior at replenishing the lost calcium thereby making our teeth 2X stronger<sup>2</sup>.

The campaign includes two films that trace a day in the life of two fathers, one in an urban and another in a rural setting respectively. They're going about their normal routine, but food finds its way to them at constant intervals.

Observing the fathers' actions, their sons get increasingly concerned and share how teeth lose calcium due to constant eating, introducing them to Colgate Strong Teeth as the ultimate solution to restore the lost calcium in their teeth for better oral health.

Lending his thoughts on the campaign, **Gunjit Jain, Executive Vice President, Marketing at Colgate-Palmolive (India) Limited**, said "8 out of 10 Indians suffer from cavities, only 1 out of 10 realize that they do!<sup>3</sup> The extent of the issue is alarming because we all end up eating food multiple times in a day. This leads to teeth losing calcium through a process known as demineralization. Frequent snacking will only increase during the upcoming festive season. Just the act of brushing teeth with Colgate Strong Teeth toothpaste can be a savior! Its unique Arginine and Calcium boost technology remineralizes teeth by restoring the lost calcium, making them 2X Stronger. Now we can enjoy our favorite foods, without the worry of developing cavities."

**Harshad & Kainaz from Ogilvy India** further adds "Colgate Strong Teeth explains itself by its name. Our job in communication is to bring that alive in different ways. This year, our insight is about how we end up using our teeth more than we should. How? By munching something or the other all day. This is not about being a foodie or a glutton. If you see the film you realise it is simply the way life is nowadays. Seen through the eyes of a son, the film and the accompanying song, tell the story of a man who ends up eating from morning to night. Credit to Juneston Mathana, our ECD on Colgate and Amit Sharma, from Chrome Films for making this piece so much fun."

The film has been rolled out in two versions across India and contextualized to resonate with diverse audiences.

Watch the urban film here- <https://www.youtube.com/watch?v=eZjGaon-sE>

1 Mouth Audit 2023

2 vs regular fluoride toothpaste

3 Kantar 2019 IMRB Study, India Oral Care Segmentation '20 - Need State, Mouth Audit 2023

## **Credit Note**

### **Colgate Strong Teeth | The Daily Grind**

**CCOs:** Kainaz Karmakar & Harshad Rajadhyaksha

**ECD:** Juneston Mathana,

**Planning:** Prajakta Powdwal, Rajiv Thakore

**Creative:** Shiladitya Saha, Virendra Saigaonkar, Vishal Goswami

**Account Management:** Amarinder Butalia, Esha Datta, Faizan Shaikh, Bhumika Mandviya

**Agency Producer:** Divyang Pandya

**Team Colgate:** Gunjit Jain, Anaswar Rajagopal, Anagha Bhojane, Rahul Yadav, Monica Sharma, Priyam Kanchwala

**Production House:** Chrome Pictures

**Director:** Amit Sharma (Urban Film) & Debanjolie Bhattacharjee (Rural Film)

**Producer:** Napoleon Daniel Amanna

**Music Director:** Mago & Mayank (Mikelal)

**Lyrics:** Sidhant Mago

### **About Colgate-Palmolive (India) Limited:**

Colgate-Palmolive is a caring, innovative growth company that is reimagining a healthier future for all people, and the planet. Colgate-Palmolive (India) Limited is the market leader in Oral Care in the country, committed to delivering sustainable, profitable growth for its shareholders, while fostering an inclusive workplace for its people. With a primary focus on science-led innovations in Oral Care & Personal Care in the Indian market, the company is recognized for its leadership and innovative efforts in advancing sustainability and community well-being. Among its recent accomplishments, the company has made significant strides in reducing plastic waste and promoting recyclability, conserving water and energy at its manufacturing facilities, empowering women with financial and digital literacy and enhancing children's oral health through the Colgate Bright Smiles, Bright Futures® program.

For more information about Colgate's global business and how it is building a future to smile about, visit: [www.colgatepalmolive.co.in](http://www.colgatepalmolive.co.in)

### **Media Contacts**

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