

**Watch cricket supernova Virat Kohli get colourful with the new Colgate Neo toothbrushes!**

**In the latest ad film by Colgate, the sport star re-defines the “Gentlemen’s Game” as he experiments with and dons different colored jerseys to highlight Colgate Neo’s unique handle-bristle color combinations**

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**Issam Bachaalani, Managing Director, Colgate-Palmolive (India) Limited** said, “Colgate Neo is a one-of-a-kind toothbrush that we launched recently, based on the insight that today’s millennials are selective in what they buy and want their personal items to reflect their individuality. Colgate Neo toothbrushes come in 6 different and bold color combinations, with high density, ultra-soft bristles that ensure gentle and effective cleaning.”

A range of six toothbrushes, Colgate Neo comes in attractive handle-bristle combinations: orange with deep blue bristles, pink with green bristles, blue with green bristles, white with black bristles, green with black bristles, and black with yellow bristles.

Colgate Neo toothbrushes are not only high on aesthetics but also armed with high density (3626) Ultrasoft bristles that provide gentle cleaning without comprising on the cleaning efficacy.

Speaking about the campaign, **Sanjay Sipahimalani, Creative Director, Red Fuse Communication** says, “Virat Kohli and the new range of Colgate Neo toothbrushes are both terrific performers, colourful and can be counted on. This is exactly what we sought to convey in our advertising campaign, in a manner that was direct, entertaining and memorable.”

Campaign credits:

Creative Agency: Redfuse Communications

Creative Head: Sanjay Sipahimalani

Production House: Cut Away Films

Director: Bhavesh Kapadia

Language: English

Duration: 34 secs