

# ODE TO YOUR SMILE

## MARKETING OBJECTIVE

FREZYDERM, an innovative dermocosmetics company and one of the most well-known pharmaceuticals in Greece, whose products are also successful in Europe, Asia and USA, needed a campaign to raise brand awareness for the new oral care product line, ORAL SCIENCE, and educate its audience about the importance of different treatments for different oral conditions.

## SOLUTION

The smile ☺. For the campaign kickoff, Thinkdigital created and launched an emotional video as an “Ode to your smile”. The video showcases different people smiling on camera: the large smiles, the small ones, the hesitant, the cheeky grins and the flirty ones. We love them all, we treat them all.

The HUB of the campaign was the product’s [mini site](#), where users could see the main video, learn more about the new oral care line products, get coupons and find a pharmacy where they can buy FREZYDERM ORAL SCIENCE products. The campaign was amplified with engaging rich media formats (MSN Custom header, Skype Masthead Expandable, YouTube, Project Agora Magic Video, Facebook & Instagram video ads) and also on Google Display Network & Google Search, and Affiliate Network.



## RESULTS

<b>REACH:</b>	<b>1.4M</b> Media Reach (MSN, Skype, Outlook, Project Agora)	<b>698K</b> Social Reach (Facebook and Instagram)	<b>42.700</b> Unique mini-site visitors
<b>ENGAGEMENT:</b>	<b>850K</b> Total video views	<b>75%</b> Avg. viewability rate	<b>0.47%</b> CTR

## THE QUOTE

“ FREZYDERM Oral Science is game changer in oral care category, and thus a pioneering launch campaign was demanded. Using all the digital channels, this integrated campaign combined a full content blog and rich media advertising and reflected the specialization and the more scientific approach of the product line. ”

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