



***RED PASTE***

presents

***#ReverseWithDaburRed***

ET Trendies 2024  
Cause Based Campaign



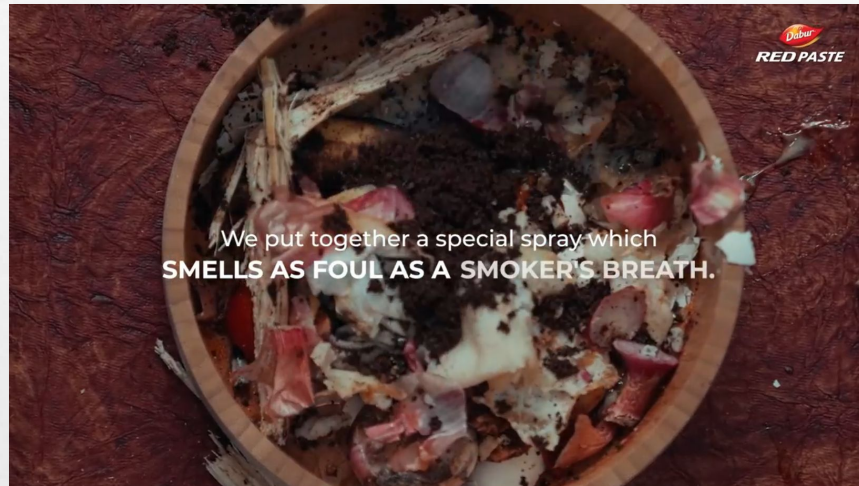
- While targeting active smokers who spit and litter, the programme provides a comprehensive overview by outlining the general Dental & Health issues linked to the habits, especially **PASSIVE SMOKING**.



- Because passersby are easy target, being exposed and coughing as a result of all the spewed smoke, DABUR had the ingenious idea to fight back.





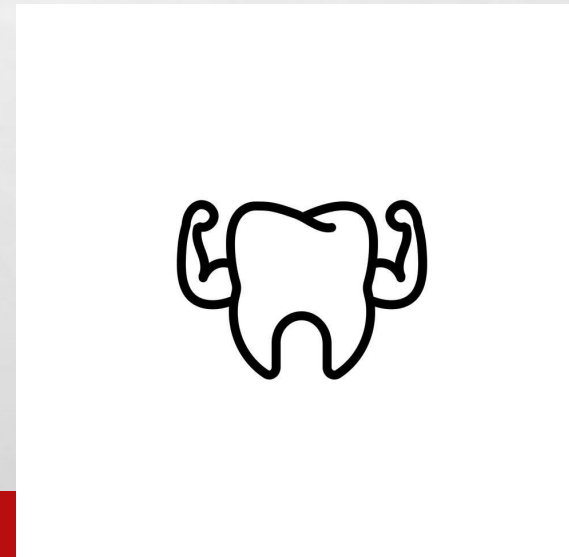


- The people standing by would fight back with a special spray that would not only serve as a subtle reminder of how unpleasant and hazardous the smoke is through social embarrassment, but also smell as bad as a smoker's breath and give the offenders a taste of their own medicine.





- Bringing to their attention the dangers of such practices/habit and how they negatively impact general sanitation, especially in the post-Covid era due to all the passive smoking and littering associated with cigarettes as well as dental and skin health. Dabur focused on urging them to give up smoking and prioritize their health by maintaining oral hygiene with DABUR RED PASTE.







**RED PASTE**



**#SayNoToPassiveSmoking**

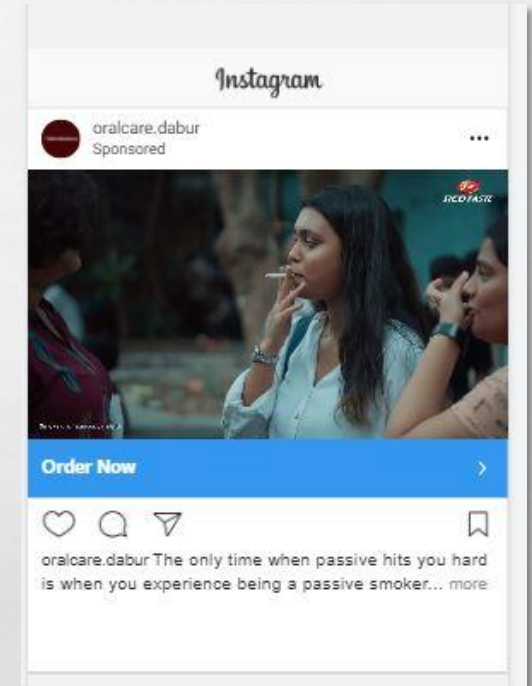


Finally, a strong social message urging individuals to adopt healthy oral habits and advance in life while keeping their health in mind.

# Campaign Amplification Results

Campaign was amplified via two channels, YouTube and Social (FB+IG)

- The initiative received great response as per objective.



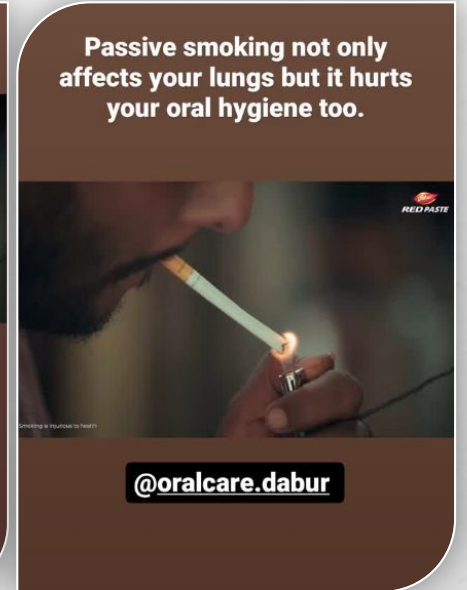
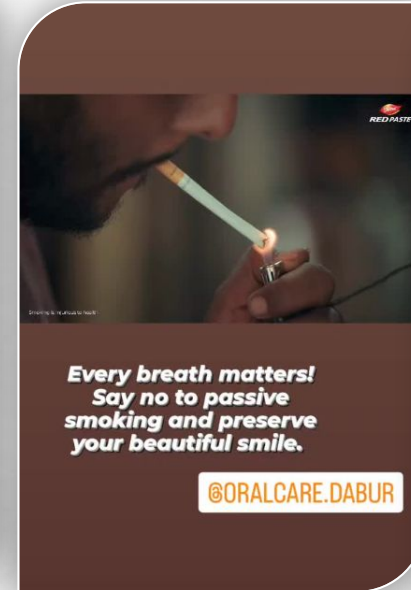
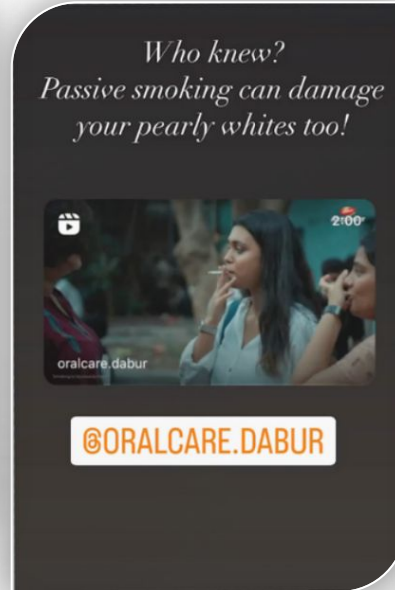


# ON THIS WORLD NO TOBACCO DAY

## #ReverseWithDaburRed



Hindi Tamil Telugu



Reposting on Insta by 300 Nano Influencers.—  
Passive Smoking & ill effects on Oral Hygiene,  
garnering 2Mn views

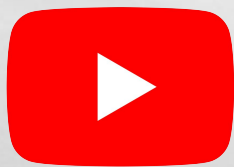
7.6Mn Views



22% VTR Uplift (40%)

11.64Mn Reach

# Deliverables:





# DELIVERABLES FOR INFLUENCER CAMPAIGN

**300 Nano  
Influencers**

**7 Mn +  
Reach**

**19 Mn+  
Views**

# Thank You

dentsu *x*