



GRGL®



MOUTHWASH



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Morningstar

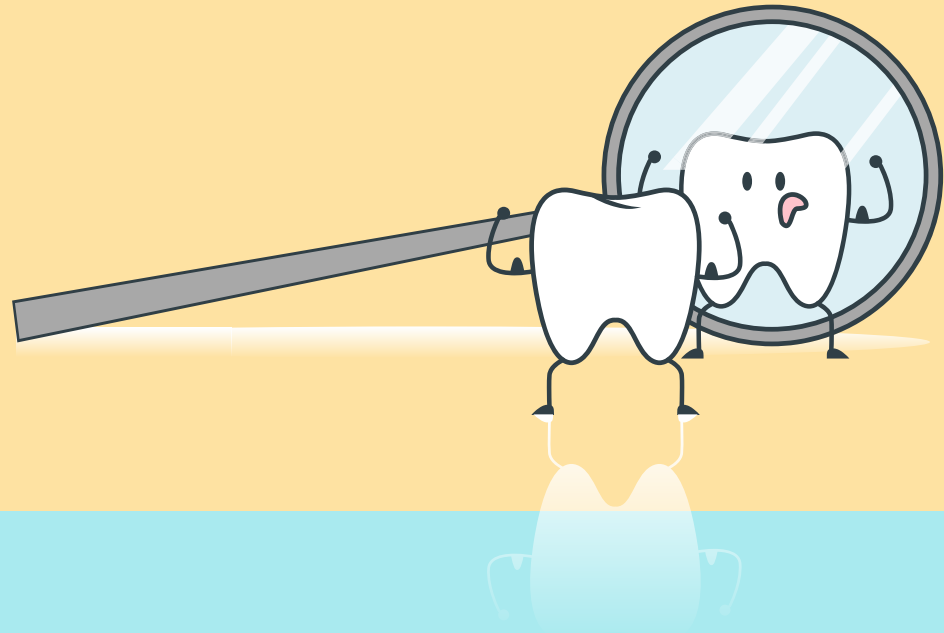
The campaign features a team of cartoon teeth on their adventure to battle soap scum and eliminate bad breath using GRGL® Mouthwash.

By humanizing the cartoon teeth characters, the campaign will take us behind the scenes on daily challenges and wins - playing off the inherently boring nature of dental hygiene products to bring levity to the brand and its purpose.

“2 Wins, 1 Quick Rinse”

Characters:

- Captain Cavity
- Miss Molar
- Bobby the baby tooth



Overview

30 Second TV Spot

A guy is on a date, and runs into the bathroom to check on how he looks in the mirror, and how his breath smells. While He pulls out and uses “GRGL mouthwash”, he accidentally spills his red wine over the date’s white bathroom countertop and sink. Suddenly, The “tooth characters” come out on the mouthwash bottle and scrub away both the mess and the man’s breath, leaving him with sparkly white teeth. A final screen shows him enjoying the date, effortlessly with a narrator saying “GRGL Mouthwash.. 2 wins, 1 quick rinse”

