

P&G Prescription Mouth Wash: Trigger

Objective Find key “trigger” for consumers to request prescription

Data Source Audio taped focus groups

Question *“What would motivate you to take action?”*

ThoughtSCAN[®]

VERBATIMS

ThoughtScan Frequency

gum/s

132

dentist(s)

80

bleeding

80

ThoughtTalk

“Bleeding gums are something to worry about.”

“If this is approved by dentists I’d want it.”

“Bleeding does show something is wrong.”

Results

Peridex was successfully launched nationally with ads depicting a dentist referring to “bleeding gums” and pointing to tooth illustration with red gum line.

www.wallacewashburn.com