



MARVIS

STRATEGIC POSITIONING




Zoe Maxey, Megan Pieczonka, Yiting Li, Dylan Antigua, Daniel Snyder
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MARVIS

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MARVIS

BRAND HISTORY

Origin of MARVIS

The original Marvis company was founded in 1958 by Earl Franco Cella di Rivara in Florence, Italy. The company name originates from a combination of the Latin word “marvel,” which translates to ‘miracle’, and the Latin word “vis,” which translates to ‘strength’. Its original intention at the time was to be a noble luxury product that only the cool people had. They marketed toward the segments of customers who were known for being trendy at the time - the ones who smoked cigarettes. This marketing, along with the fact that their toothpaste had incredible whitening power, branded them as the toothpaste for smokers for the next couple of decades. As cigarettes declined culturally, the same old marketing began to flatten out and the brand diminished in popularity. They failed to keep up with the cultural changes of the times, and the brand lost its momentum. Luckily, in 1997, Marvis was acquired by Ludovico Tarlelli Sri, a cosmetics company founded in Florence in 1908, that aimed to bring the brand back into the luxury market. They distributed the toothpaste through CO Bigelow in the United States. CO Bigelow had originally imported Marvis toothpaste in the late 80s and early 90s and agreed to continue selling the products when the brand was bought. The Tartelli company began to market Marvis along with its other products in higher-end cosmetic stores in Italy. They put emphasis on the artistic bottle and the luxurious look it had. Marvis wanted to make brushing your teeth a trendy experience. In order to get its name back, Marvis began partnering with other luxury brands and let the sexy feel of the bottle of toothpaste speak for itself. The new ownership introduced the idea of flavored toothpaste which diversified their products and brought a unique differentiation to the toothpaste market.

Marvis swiftly used strong, colorful advertising to draw attention to the pleasure of flavor. The Marvis bottle also has an artistic style, which they began to market using the Italian values of art and luxury. They did this by mimicking the behavior of brushing one's teeth in famous paintings. The bottle became a style icon and appealed to growing markets. Because the market in China is known for its love of luxury and trend-starting, the toothpaste took off there. The brand hired agencies in China, the United States, and Italy to take over the marketing. In order to market to differing cultures, Marvis began using these other agencies to adapt their marketing to best suit the market they were attempting to sell in.



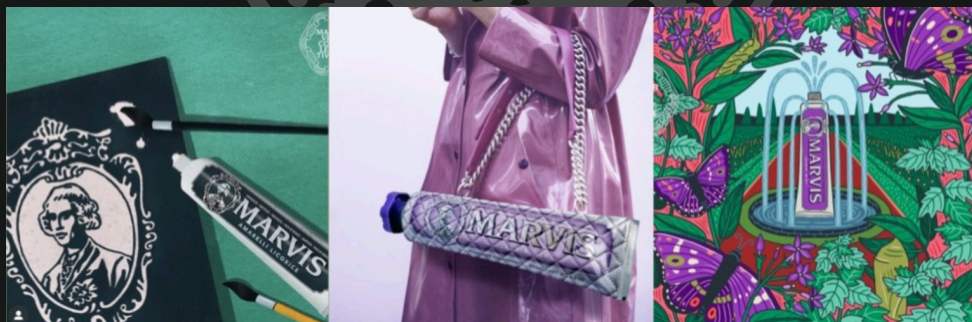


MARVIS

BRAND HISTORY

However, they do have an in-house ad team that does the very basic tasks of taking pictures and creating logos. Their Italian agency, Robilant, runs their Instagram and directs a lot of the brand image in the modern media. While many of the early advertisements focused on how good-tasting the toothpaste was, the newer, more modern advertisements are simply focusing on the appearance of the toothpaste tube and the visual appeal that it has in your bathroom. Marvis strategically placed the product in trendier home and supply stores in order to keep up its exclusive appearance. The exclusivity has also been reflected in their pricing - \$13 a bottle in the United States. Marvis has always been known as an expensive brand with their price per ounce is over triple that of their competitors. Marvis toothpaste is now distributed in 40 countries, with some of the largest markets: China, Italy, and the U.S.

Ludovico Martelli Sri is a family-run company that continues to maintain Marvis' image. Their board is generationally older, a fact reflected in their inadequate social media efforts. A problem with the lack of media use is that Ludovico Martelli Sri may repeat Marvis' history with the brand's inability to keep up with changing times. In an interview our team conducted, we questioned the lack of TikTok advertising. The newer media markets are still underappreciated in some European countries, as the brand reputation of TikTok strikes many as juvenile. Our team believes it has a lot of unrealized potential.





MARVIS

ADVERTISING HISTORY

When it comes to Marvis within the world of advertising, there is one word to describe their image: art. With the foundation of being a trendy brand inspired by the creative worlds of art and fashion, Marvis has become a luxury brand through its advertising. The brand thrives on the idea of creating a “stylish icon for the eyes.” Despite some of their creative content being done in-house, most of Marvis’ advertising campaigns are done through various advertising agencies such as an Italian advertising agency called Robilant. Robilant is based out of Milan and has done luxury advertising work for companies such as Moncler. The foundational basis of their advertising content stems from Marvis’ pursuit to establish themselves as the “cool item” in an individual’s bathroom. They accomplish this by their unique approach, the Marvis Collective, which is a collective page dedicated to allowing independent artists around the world to produce graphic content for Marvis to share on a global scale.



Marvis’ recent campaigns are mostly graphics. As a more exclusive company, they resist a lot of television ads and have done their advertising mostly through simple graphics on Instagram, billboards, and their website. Their billboards stay consistent with their simple and appealing aesthetics. They have stayed trendy by allowing the community to participate in their advertising. Over the past five years, they introduced new graphic artists to create miniature campaigns for Marvis in order to diversify their content and treat the toothpaste like it is a piece of art, or a tool to execute a luxurious vision. Some examples are pictured below. Marvis’ recent mergers have been with Sephora in certain countries as well as Zara Home in Europe.

With the intention of evoking feelings of self-confidence and pleasure, Marvis has been able to use toothpaste as a fashion piece. This is seen in their creative and artsy advertising campaigns, especially from a digital standpoint. In addition to their creative vision, Marvis has also completed campaigns through what they consider “experiential marketing,” a strategic approach to their promotion in hopes of establishing a feeling of exclusivity among their products and consumers. These experiments have included an outpost for artists on tour that stocks Marvis toothpaste, along with strategic ad placements across NYC in partnership with The Participation Agency. All in all, when it comes to their brand and advertising history, Marvis is in a class of its own, turning





MARVIS

SITUATIONAL ANALYSIS

The toothpaste market is a growing industry. According to GlobeNewswire, it is projected to reach \$40,7 by 2028 from \$29,5 billion in 2021. It is expected to grow at a CAGR of 4.7% from 2021 to 2028. The global oral care market was valued at \$33.7 billion in 2021. As individuals become more likely to use the product to maintain their dental health, the demand for toothpaste is continuously increasing. For instance, 71.07 million Americans used toothpaste an average of four or more times a day in 2020, based on the US Census data and Simmons National Consumer Survey (NHCS). People give high priority to their dental health and hygiene, thus promoting tooth care product consumption in the region. Based on data from the American Dental Association, in 2020, dental care expenditures amounted to \$142.4 billion in America. Procter & Gamble, Unilever, Colgate-Palmolive Company, Lion Corporation, Tom's of Maine, Ludovico Martelli S.p.a., GlaxoSmithKline PLC and Church & Dwight Co., Inc. are among the key companies in the toothpaste market. To improve their market position, the major players intend to grow their customer base and global presence.

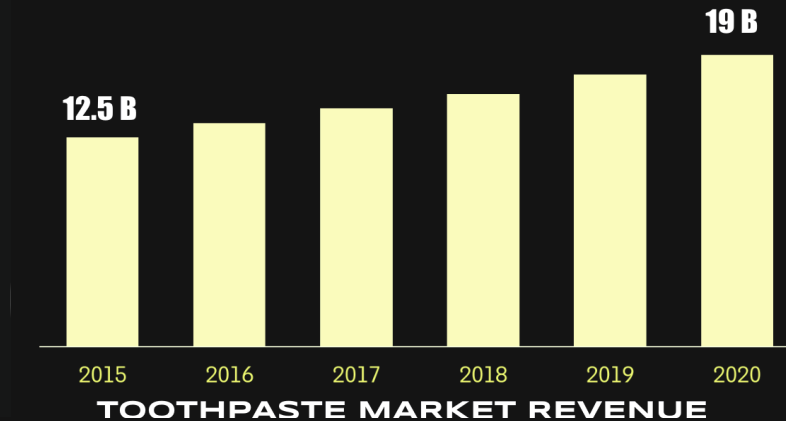
The latest trend in the toothpaste market is toothpaste tablets. Toothpaste tablets are set to gradually replace toothpaste tubes as consumers become more environmentally conscious. Consciously packaged personal care products with a “zero waste” structure are the underlying trend driving toothpaste market growth. Fluoride-free toothpaste tablets are specifically predicted to be the fastest-growing product in the global toothpaste market between 2021 and 2026 with a CAGR of 8.0% in terms of value, according to Research and Markets. The fluoride-free toothpaste trend is driven by consumers' growing awareness of how prolonged exposure to fluoride can cause enamel erosion. Many toothpaste tablet companies are also creating unique flavors to drive sales. The latest report states that by 2026, the global toothpaste tablet market will be worth \$152.3 million. The big players in the toothpaste tablet market are Weldental LLC, Bite, The Humble Co., Lush Cosmetics Company, DENTABBS GmbH, PARLA Toothpaste Tablets, Kalyan LLC, and Nelson Naturals INC.

People are increasingly worried about the amount of plastic being used in toothpaste tubes that then gets distributed in landfills. Many toothpaste tablet companies have solved this problem by following an online subscription service model. The ease of buying toothpaste tablets online and having a subscription to them, along with their reusable packaging, is driving their success. Toothpaste tablets have become increasingly popular among campers, trekkers, travelers, and influencers who want items that are easy to travel with and have a “zero waste” model. It is also predicted that tablets will become more popular in the hospitality industry as they are a more environmentally friendly alternative to tubes that need to be disposed of after every guest leaves. Besides toothpaste tablets, another trend in the market is sensitive toothpaste. Research and Markets states that the sensitive toothpaste market is predicted to have a CAGR of 7% and grow by \$1.09 billion globally between 2021-2025. Another trend in the toothpaste market is whitening toothpaste. Consumers are more aware of how an attractive white smile plays a significant role in their personality and how they are viewed. This has increased the prominence of whitening toothpaste. This trend has been driven by the rise of social media and consumers' desire for aesthetics and beauty in the dental market. According to NASDAQ OMX's News Release Distribution Channel, between 2021-2026, the teeth whitening market is predicted to grow at a CAGR of 6% globally. Whitening toothpaste specifically is expected to see an increase in demand because of its easy stain removal, accessibility, affordability, and its ability to produce results quickly. 78% of the teeth whitening market share is occupied by toothpaste.



MARVIS

SITUATIONAL ANALYSIS



+15%

**HERBAL +
FLAVORED**

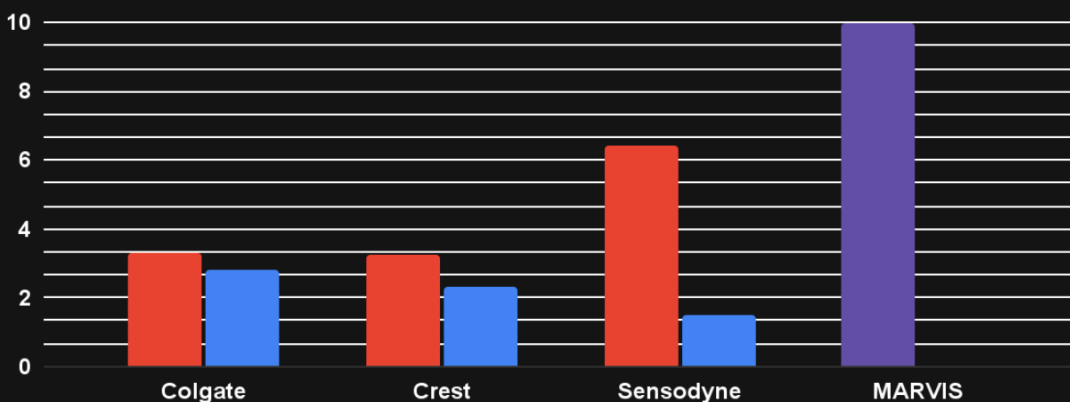
25% OTHER



+34%

**TEETH
WHITENING**

26% SENSITIVE



● PRICE OF TUBE
● % market sales





MARVIS

SITUATIONAL ANALYSIS

Crest is a competitor and giant in the toothpaste industry and is a product of Procter & Gamble (P&G). Crest's brand manufactures, in addition to toothpaste, white strips, and mouthwashes. The brand's competitive set includes Sensodyne and, of course, Colgate. Despite dominating the United States toothpaste market for over 40 years, Colgate has surpassed Crest in market share with Crest having 34.6 % and Colgate having 35.6.%. In 2017, Kantar's Brands did a review evaluation of the most valuable personal care brands and Crest came in at a solid 12th, with an estimated value of 3.3 billion dollars. Notably, in that same evaluation, Colgate came in at second, with an estimated value of close to 18 billion. So, while Crest may be trending down on toothpaste dominance, other giants are taking its place and separating themselves. A key reason for Crest's drop is their broadening into other realms of dental care. Crest's marketing initiatives include teaming up with the Boys and Girls Club to provide more affordable oral care to poor families in need, which aligns with Crest's target population and values, such as promoting health and character and defeating cavities.

Colgate is another well-known dominator in the toothpaste and teeth care industry. Instead of being owned by a larger conglomerate, Colgate is owned by the Colgate-Palmolive Company, which manufactures dental hygiene products and soap. They have created the most differentiation in toothpaste products compared to other major conglomerates. The most variability is in their whitening toothpaste, which is available in various levels. Their competitive set is Crest, Sensodyne, and some smaller toothpaste brands (that aren't competition individually, but as a whole make up a younger market.) Smaller brands, such as Toms of Maine and Arm & Hammer, prefer, and use, whitening toothpaste most of the time. With Crest at an Index of 106, Tom's at 169, Colgate at 120, and Arm & Hammer at 151, we conclude that whitening toothpaste is prioritized in the less dominant toothpaste brands. COVID-19 has also had a significant impact on the economic situation of the toothpaste market, as the disease has changed people's hygiene and mouth care habits. Masks inhibit one's breath from circulating, causing people to focus on cleaning their mouths more often. This has increased the demand for fresher and longer-lasting toothpaste and mouthwashes.





MARVIS

SITUATIONAL ANALYSIS

Ludovico Martelli S.p.a., the parent company of Marvis, is a Florentine-based manufacturer of beauty products. After establishing itself with the men's shaving brand Proraso, the company acquired Marvis in 1997. Marvis and Proraso are the only two export brands among the 13 brands it owns. The portfolio includes shaving cream and aftershave, body care, hair removal, hairdressing, mother and baby care, and toothpaste. Given the company's relatively sluggish growth in its home market in Italy, it has committed to continued growth abroad. The company has a sales network in more than 60 countries, with overseas markets contributing nearly 30% of its sales. In 2017, Marvis helped Ludovico Martelli S.p.a.'s turnover grow by 16% year on year, surpassing €61.2 million. However, in 2018, Ludovico Martelli S.p.a. had a turnover of €55 million, a significant shrinkage compared to the €61.2 million figure in 2017. In 2019, Chinese Nuo Capital fund acquired 30% of Ludovico Martelli S.p.a.. Giovanni Galeotti, CEO of Ludovico Martelli S.p.a., said: "Nuo Capital will accelerate our international development through organic growth boosted by marketing investments and acquisitions of selected targets. We are excited to start this new adventure."

In regards to certain trends that could help Marvis and its brand fortunes, one must look at the current global climate surrounding the toothpaste industry and market. From a surface-level standpoint, the ongoing COVID-19 global pandemic has created a new dynamic around the way people view brushing their teeth, in relation to personal hygiene and health all in all. The daily need to wear masks during the peak of the pandemic and through its many variants have brought forth a new level of self-awareness within the consumer about their own dental health due to the restriction of air circulation through one's breathing, causing many individuals to realize their own bad breath. Along with the newfound self-awareness many individuals have found, the COVID 19 pandemic has also placed a new emphasis on the features that hygiene products can offer to their consumers. The rising emphasis on hygiene has forced the market to shift towards toothpaste that can be classified as whitening, vegan, and overall just more clean and enticing. This is where Marvis as a brand can capitalize. While they already capitalize on the interactivity of their artsy branding, Marvis could utilize and position themselves in a unique way. By combining their aesthetic and fashionable appeal, along with implementing the promotion of their vegan, and fluoride-free whitening toothpaste, Marvis would be able to strategically capitalize on the market trends that the toothpaste industry is seeing on a consistent basis. By strategically taking advantage of the consumer trends and shifting their focus and emphasis to personal hygiene, Marvis can turn their toothpaste into a full experience that not only can help eliminate problems like bad breath and build self-esteem but can also create an experience that proves to be the epitome of healthy hygiene; a toothpaste that provides a whitening option while being not only fluoride-free but also vegan. Implementing this strategy will not only allow them to capitalize on the trends of the toothpaste industry and its consumers, but also capitalize on the constant social trends that call for the improvement of the "self-image." This would improve the ability for Marvis to not only classify itself as a healthy toothpaste option but also a fashionable choice. This would provide Marvis with a unique combination to differentiate themselves from their market competitors.





MARVIS

TARGET AUDIENCE

Toothpaste Consumers

Toothpaste and other personal care products such as soap and shampoo have typically been shared within families. Housewives used to be the sole purchaser, and therefore the target consumer of the family. Due to changes in our social structure, this is no longer the case*. The COVID-19 pandemic created another social change where our personal hygiene and self-awareness of our cleaning habits are strongly emphasized. This heightened attention to personal hygiene increased the usage of toothpaste among consumers and doubled the broader attention toward oral hygiene.

The South Korean study further showed that preferred toothpaste flavors varied according to gender, with females favoring flavors that are sweet and herb-related and men favoring the typical strong mint flavor (See Figure 1). Females also gravitated toward the flavored samples without the necessary product information. They felt the flavor was more influential than simply the price or brand. The study concluded that sensory characteristics were a more important factor in having purchase intention than branding or product information.

*according to a South Korean study about the effect of sensory and non-sensory factors on consumers' purchase intention for toothpaste.





MARVIS

TARGET AUDIENCE

Primary Target

We are targeting creative young professionals between the ages of 22-40. We want to use MARVIS toothpaste as a form of self-expression for influential people that are interested in skincare. The MARVIS brand is for those who care about their appearance and want to express their personality and taste through their product choices. According to the GWI Index render, 40% of the market interested in beauty and cosmetic care use whitening toothpaste. 37% of these individuals also tell friends and family about new products. We've endeavored to identify the middle ground between cosmetic enthusiasts and young, trendy professionals. Our campaign will target the young creative innovators who love to try new products in the rising white-collar generation. MARVIS will be the toothpaste for the creators, those who want to bring style to their basic hygiene rituals. However, Marvis is not for all creatives. It is for those who create untraditionally, the edgy, those that know they are cool, but still want recognition for it.

We created an additional segment on GWI to target an attitude that aligned with our ambitions for the brand. This group values "standing out in a crowd as very important." MARVIS provides an opportunity to stand out and create a conversation in a more intimate way. 65% of these young (18-30) males and females are in lower seniority positions in their professional life and value fine art and fashion. MARVIS packaging already has the appearance of a piece of art. They are already a fashionable toothpaste. This segment of the market also "likes to be the first to try new things." MARVIS targets the bold innovators, not those who cower behind the safety of mainstream brands.

Our challenge resides in the fact that a majority of this audience still uses competing brands significantly more often than artistic or herbal toothpastes. We've concluded that toothpaste is not yet a category of cosmetic that stands out as fashionable, trendy, or worth a premium price. While the majority of this market will spend more to get better skincare and makeup products, toothpaste does not yet enjoy that status. Toothpaste is viewed as merely a hygiene product. Importantly, so were facial cleansers and creams at one point. These products are now sold at high prices and many have become fashion and style icons. We believe that our target audience can be persuaded to purchase MARVIS toothpaste because it is in a brand new, trendy category of its own, and our target will be eager to be a part of an emerging, edgy toothpaste with fashion and cosmetics credentials.





MARVIS

TARGET AUDIENCE

Profiles

Olivia A.



Olivia, 25, is a recent NYU graduate working as a photo-shoot visualist in New York City, setting up fashion shoots for various brands. Her salary is \$70,000 a year with bonuses for obtained clients. She is very aesthetically oriented and maintains a clean image on her social media platforms. She has a strict routine for her sleep schedule and skin care, keeping her bathroom organized and picture-perfect. She knows she is admired, but still feels the need to show it off. Since she loves to host people, her apartment, and specifically, her bathroom, is kept artistic and clean. She is very outgoing and always wants to discuss her experience of using trendy products with her friends.

Zayn P.



Zayn, 22, is an up-and-coming musical production assistant for RCA Records in Los Angeles. His daily life consists of a constant grind. He completes projects for older executives and often interacts with major artists. He has secret creative passions and wants to feel recognized for them, but often doesn't get the opportunity. Despite living in a small apartment in the middle of the city, Zayn does not have the income to live lavishly yet, but he still wants to find a way to showcase his unique creative dynamic with a dash of luxury. As a young creative trying to establish himself with a sense of flair and a strong, visual self-confidence, he is actively seeking out products that





MARVIS

TARGET AUDIENCE

Secondary Targets

MARVIS' secondary targets are vegans and environmentally trendy healthy consumers. According to Allied Market research, leading brands in the toothpaste industry are focusing more on sustainability and environmentally conscious practices. The toothpaste industry is really focusing on sustainability because the product's one-time-use packaging leaves millions of tubes dumped on the ground each year. MARVIS is also vegan, cruelty-free, and fluoride free. Vegan personal care products are required to follow strict guidelines for production, causing there to be fewer options on the market. According to Fortune Business Insights, toothpaste brands such as MARVIS, Dr. Brite, Schmidt's, and Hello have started specifically targeting the vegan audience because a growing number of consumers reject products that have been tested on animals because it involves animal cruelty. Despite this newfound vegan opportunity, the vegan market doesn't typically respond to the fashionable side of things. MARVIS will help vegans who like appearing trendy stand out in their community because the tube and packaging are so trendy as well as easy to upcycle and chat about with peers. MARVIS will become the fashionable and vegan toothpaste on the market. Not one or the other, but both.

Factor	Males (N = 80)	Females (N = 80)
Flavor	6.65 ^a	6.95 ^a
Color	3.86 ^b	4.55 ^a
Prevention of gum disease	7.19 ^a	6.79 ^a
Removal of tartar	7.89 ^a	7.56 ^a
Whitening	7.46 ^a	6.83 ^b
Removal of plaque	7.36 ^a	6.75 ^b
Prevention of cavity	7.69 ^a	7.56 ^a
Price	5.80 ^a	5.84 ^a
Price discounting	4.86 ^a	5.61 ^a
Size	5.25 ^a	5.44 ^a
Brand	4.93 ^b	6.04 ^a
Package design	4.71 ^a	5.10 ^a
Promotion	4.91 ^b	4.99 ^a
New product	4.28 ^a	4.18 ^a
Recommendation by acquaintance	4.78 ^a	4.49 ^a
Certification	6.26 ^a	6.05 ^a
Functionality	6.76 ^a	6.31 ^a
Organic	5.34 ^a	5.41 ^a

* Mean values within a row not sharing a superscript letter are significantly different ($P < 0.05$, two tailed).

Figure 1
Factors* Considered When Buying or Selecting Toothpaste According to Gender





MARVIS

STRATEGIC POSITIONING

More than any other toothpaste, MARVIS brings extravagant style and flavor to an otherwise basic routine.

With MARVIS you don't just brush your teeth, you indulge your senses.

MARVIS' highly functional and luxury toothpaste has a magnetic quality that is irresistible. MARVIS has the power to instill pride in their customers' self-care routine by providing a bold product that ignites the senses. Importantly, MARVIS toothpaste is a means of self-expression. Focusing on the unique flavors and artistic packaging of MARVIS, we will upgrade the self-care experience for the individual consumer, allowing them to care for their teeth while delightfully indulging their senses.

There is currently a low awareness of MARVIS because of limited marketing and promotion. Happily, this creates an exclusiveness for the brand. This allows MARVIS to consider an almost cult-like following and positioning. MARVIS' distinct packaging and product style is unlike any other toothpaste brand. MARVIS' stunning individuality will help them grow their consumer base while retaining an exclusive feel. MARVIS' exclusivity is also underlined by its luxury price point. MARVIS can capitalize on their higher price by positioning themselves as exclusive, not expensive. We will persuade consumers to believe that they are special and exceptional when they choose to use MARVIS as the ultimate form of self-care. Brands such as Colgate and Crest deliver on the basic functions of toothpaste yet lack the versatility and excitement that define MARVIS. The other brands are not aesthetically pleasing but provide a low cost and classic flavor. Obviously, these mainstream brands are also more accessible for purchase. Crest and Colgate are household brand names that all customers know. Despite their ubiquity and broad awareness, they haven't promoted themselves as a "brushing experience" the way MARVIS has. Generic toothpaste is positioned as a toiletry, while MARVIS has the potential to position themselves in the more elevated category of cosmetics. Merging the qualities of effectiveness and glamor, MARVIS can create a new product environment and transform a monotonous daily routine. Its exclusivity is a gift that provides a feeling of status and wealth. We will bring the excitement and fascination of MARVIS' gorgeously packaged toothpaste to those who share our zeal and style.

We and our target believe in a world where toothpaste becomes a luxury cosmetic. We will show that using MARVIS is a lifestyle choice that turns brushing your teeth into a form of delightful self-care. Buying MARVIS will be synonymous with treating yourself because toothpaste will no longer be a bland commodity but a stylish cosmetic. Moreover, the packaging is beautifully sensual and users are eager to display it. The physical act of brushing your teeth with MARVIS will turn brushing into the art of oral care - a feeling other generic toothpastes simply cannot provide. MARVIS is already a curious brand. Their flavors are adventurous and sensual. We invite the consumer to indulge with the core of what our product provides: a stimulating brushing experience.





MARVIS

CREATIVE BREIF

Why are we advertising?

We are advertising to increase MARVIS' brand awareness and elevate MARVIS toothpaste into its own specialized category of personal care products. MARVIS is capable of occupying the realm of cosmetics. We recognize this and know the importance of lifting dental hygiene from just an everyday chore to a satisfying luxury experience.

Who are we talking to?

We are talking to individuals who notice the ornamental details of life and indulge themselves in aesthetically pleasing things. These people are also edgy and are perceived as original for their style. They are also creatively inclined and have a deep appreciation for the arts. They're consumers who are adventurous and explore their options by trying different products. These consumers take pride in how they present themselves cosmetically. We are talking to adults between 22-40 who are white collar professionals and have a disposable income.

What do they currently think?

Consumers largely think that oral care is a bland routine chore and that toothpaste is boring. These people are not aware of toothpaste's ability to be a self-care product that creates an indulgent, visceral experience. Because of this lack of awareness of toothpaste as a cosmetic, most people believe that there is only one way to do oral care, and they settle for generic brands.

What would we like them to think?

We want them to think that oral care can be a uniquely personal experience with both aesthetic packaging and original flavors. We also want people to believe that an elevated toothpaste price is worth the luxury experience it provides. We want people to recognize that toothpaste is an elite self-care product that can be both functional and fun.

What is the single most persuasive idea we can convey?

The most persuasive idea we can convey is that MARVIS toothpaste will bring lavishness to your life and your overall self-care routine. It will heighten your experience and give you the extraordinary personal experience you deserve.

Why should they believe it?

People should believe this because MARVIS' stylish packaging and distinctive flavors are entirely unique to them, leading Marvis to differentiate themselves as the only luxury cosmetic in the toothpaste market that can provide an enriching self-care experience.

Are there any creative guidelines?

Our biggest creative guideline is to make sure our advertising features the brand's unique packaging and inventive flavors.





MARVIS

CREATIVE EXECUTION

Through our campaigns, we will be able to capture and express the true essence of MARVIS to our target audience. Our executions will not only catch the appeal of the naked eye, but they will also highlight how MARVIS simply isn't just a toothpaste brand, but more so how MARVIS is a way to elevate your whole lifestyle.

We decided to go with three different mediums of media distribution, all in which we feel directly engaged with our target audience, the creatives in the world who are trying to establish a name for themselves not only through their work, but also through their appearance and overall self-care.

TIKTOK VIDEO DESCRIPTION: (Linked in Submission)

We wanted our ad to be eye-catching and very visually pleasing, while also challenging our target audience to really think about what it means to be creative. For our video campaign, we decided to go with a TikTok video, a platform which our brand has shied away from in the past but, we as a team feel is not only an opportunity to directly engage with our target audience even more but also take on another potential opportunity to maximize our brand awareness all together.

For our video, we are going to add a creative and unique spin to what it means to brush your teeth, especially with MARVIS. Our campaign will invoke our audience to not think that brushing their teeth is just a mundane everyday chore, but rather an opportunity. An opportunity to elevate their lifestyle by fueling their teeth creatively. By posing the question to our audience, and allowing them to really think of what they mean by being "creative", we break the ice and instill a sense of vulnerability amongst our consumers within themselves. Then by transitioning into how they can be creative with their teeth, we are able to showcase the creative and unique nature that MARVIS brings forth. Through the highlighting of our unique ingredients, with a colorful pop and flair to our video aesthetic, we will be able to capture the essence of those who want to turn brushing their teeth into an expression of themselves, fueling their creative tooth.





MARVIS

CREATIVE EXECUTION

SOCIAL MEDIA ADS:

For our social media ads, we really wanted to continue to show the artistic side of MARVIS. We used the distinct colors from the packaging to highlight the flavor options for MARVIS. We used repetitions of similar MARVIS scenes - similar to the style of Andy Warhol. These campaigns will be run on Facebook and Instagram, two platforms our target consumer directly engages with. Our executions of our “For The Creatives” campaign activates an immediate attraction to the colorful and vibrant nature of our product. By placing an emphasis on the packaging itself and our vibrant colors, we will be able to emphasize our unique positioning amongst our competitors. By also placing our toothpaste atop an inverse color background, we are able to allow our audience’s eye to fully engage with our product. And lastly, by simply placing our brand name and tagline in a sleek black and white combination, we are able to add our own individuality to the campaign, while not taking away from the emphasis on our colorful nature.





MARVIS

CREATIVE EXECUTION

MAGAZINE AD:

Our magazine advertisement focuses on MARVIS' creative packaging and roots of being from the artistic mecca of Italy. We use a toothbrush as a paint brush and MARVIS as the paint in which one has not just executed the mundane routine of brushing their teeth, but has instead added flare to their work. Our poster has an acrylic on canvas look, where the subject matter of the painting is a tooth icon to hit home the basic functionality of MARVIS. Moreover, the poster includes a description plaque at a level that one would see at a luxurious museum - that reads "For the Creative Tooth." The tagline makes clear to our target audience that MARVIS is the toothpaste for those who do not just want to merely complete tasks but do so in a way that indulges many senses. These people will appreciate the creative flavors that do not conform to the mundane toothpastes of today's boring routines. Our magazines of choice are Cosmopolitan, Vogue, KINFOLK, and GQ to cover both the young women and men in our target audience.





MARVIS

APPENDIX

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