

A  
**CASE  
STUDY**

# Polident

AGENCY: GEOMETRY

**REC**  
media



WHERE BRANDS  
**CONNECT TO**  
COMMUNITY

# THE OBJECTIVE

Polident, a brand of GSK, wanted to find a way to reach their desired target market in order to promote their new Polident Mouthguard Wipes.

They wanted to reach the parents of children who wear a sports guard to play hockey, in order to:

- DRIVE TRIAL by educating the hockey community on the benefits of using Polident Wipes.
- DRIVE SALES through product sampling and coupons.



# THE EXECUTION

Rec Media connected Polident with their desired target market by researching, coordinating and managing the campaign from start to finish.

Through face to face interactions, the Brand Ambassadors for Polident were able to access community arena's in **Ontario** during hockey tournaments taking place between **February & April 2019** in order drive awareness and educate consumers regarding Polident's Clean & Refresh wipes.

The **experiential** component was reinforced by **rinkboards** that were present in the hockey arena and visible to hundreds of the target spectators during the games!



# THE RESULTS

Over **12,000 samples** were distributed during **4 tournaments** that took place in major and small markets within Ontario!

**14 rinkboard panels** were installed within **6 community arenas** for a period of **8 weeks**, yielding approximately **387,745 impressions!**



Increased Impressions



Brand Engagement



Product Knowledge

