

CLIENT STORY

## Colgate

Global oral care leader Colgate needed a fast-turnaround of high-quality video assets for their direct-to-consumer Advanced LED Whitening Take-Home Kit. We were able to generate 40+ assets on 3 social channels in under 4 weeks.



### BRAND STORY

Founded over 200 years ago, Colgate-Palmolive is one of the world's biggest Oral Care brands. Colgate just introduced its first Direct to Consumer Advanced LED Whitening Take-Home Kit to the market, a brand that has its own unique presence amongst the many tried and true Colgate products.

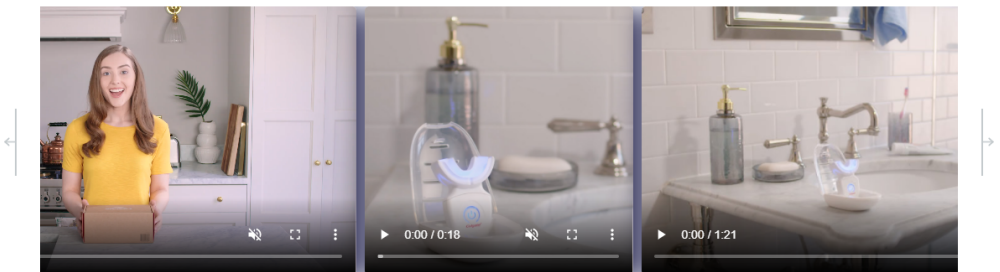


### THE GOAL

Create all the video and photo content needed to launch Colgate's new direct to consumer product in a months time, at a low budget. They needed videos to promote the product onsite and via social channels, and video to inform post-purchase consumers on the proper steps for how to use the new product.

### OUR APPROACH

QuickFrame devised a 5-week testing plan in which creative variables were tested each week, and then the learnings from those tests determined the creative used in subsequent weeks. Beginning with high-level variables (talent, value prop), top performing variables were continually isolated and more granular (messaging, motion graphics) ones added.



### THE RESULT

QuickFrame beat the tight deadline, stayed within the limited budgets, and delivered across all the projects that Colgate needed for a successful product launch. The QuickFrame team brought the brand to life with beautiful product shots, lifestyle shots, unboxing videos, GIFs, and tutorial videos.



**Jil Shah**  
Direct to Consumer Lead

“The Quickframe team is always a pleasure to work with. They jump into action immediately, and are dedicated to getting the content to be exactly what is needed. I also appreciate the speed and flexibility they provide - could not have hit deadlines without them!