

Campaign Brief: Pepsodent Ultra White @ Jakarta Fashion Week 2026

1. Project Overview

Brand: Pepsodent Ultra White

Event: Jakarta Fashion Week (JFW) 2026

Campaign Title: "24 Hours Before JFW"

Concept: Positioning a bright, confident smile as the essential "final touch" to any fashion-forward look. The campaign focuses on the final 24-hour countdown to the event, highlighting the necessity of a "smile glow-up" alongside outfits and makeup.

2. Campaign Objectives

- **Lifestyle Integration:** Elevate Pepsodent Ultra White from a hygiene product to a premium beauty and fashion essential.
- **Awareness:** Generate high visibility for the product during the JFW 2026 cycle.
- **Product Efficacy:** Communicate the key benefits: immediate brightness from the first brush and 5 shades whiter teeth in 7 days.

3. Target Audience

- **Primary:** Fashion and beauty enthusiasts attending JFW or following the event via social media.
- **Demographics:** Gen Z and Millennials (Ages 18–35) who are active on TikTok and Instagram.
- **Psychographics:** Individuals who prioritize "glow-up" culture, high-end aesthetics, and personal confidence.

4. Key Messaging & Tone

- **Core Message:** "Be The Brightest of Them All."
- **Secondary Message:** "No glow-up is complete without a confident smile."
- **Tone:** Aspirational, energetic, and high-fashion.

5. Content Structure (The 24-Hour Narrative)

The content should be structured as a fast-paced "Get Ready With Me" (GRWM) or POV style video following this arc:

1. **The Preparation (T-24 Hours):** The creator is preparing their outfit and makeup but feels something is missing.
2. **The Tool:** Introduction of the Pepsodent PR Kit Glow Up (the black briefcase with the ring-light mirror).
3. **The Demonstration:** Showcasing the product in action (the blue gel texture) and the "Pearl Demo" to prove whitening efficacy.
4. **The Result:** The final "runway ready" look, emphasizing the brightened smile as the center of attention.

6. Visual Guidelines

- **Aesthetic:** Clean, bright, and modern. Use high-contrast lighting to mimic a vanity or professional studio.
- **Color Palette:** Focus on the product's deep blue and crisp white, complemented by neutral fashion tones.
- **Key Visuals:** The PR kit briefcase, the toothpaste texture, and close-ups of a confident smile.

7. Mandatory Deliverables

- **Primary Hashtags:** #TheBrightestofThemAll #PepsodentUltraWhite #JFW2026
- **Account Tags:** @tanyapepsodent and @jakartafashionweek
- **Call to Action:** Encourage the audience to grab Pepsodent Ultra White for their own "spotlight-ready" smile.