



Creating a bigger impact together

**GIVE A SMILE**  
CAMPAIGN 2022

# Toolkit Contents

- **Key Campaign Elements**
- **Key visuals**
- **Driving customer awareness**
- **In-store promotional mechanics**
- **Assets**

# Key Campaign Elements

A set of consistent elements to help build a strong and memorable campaign.

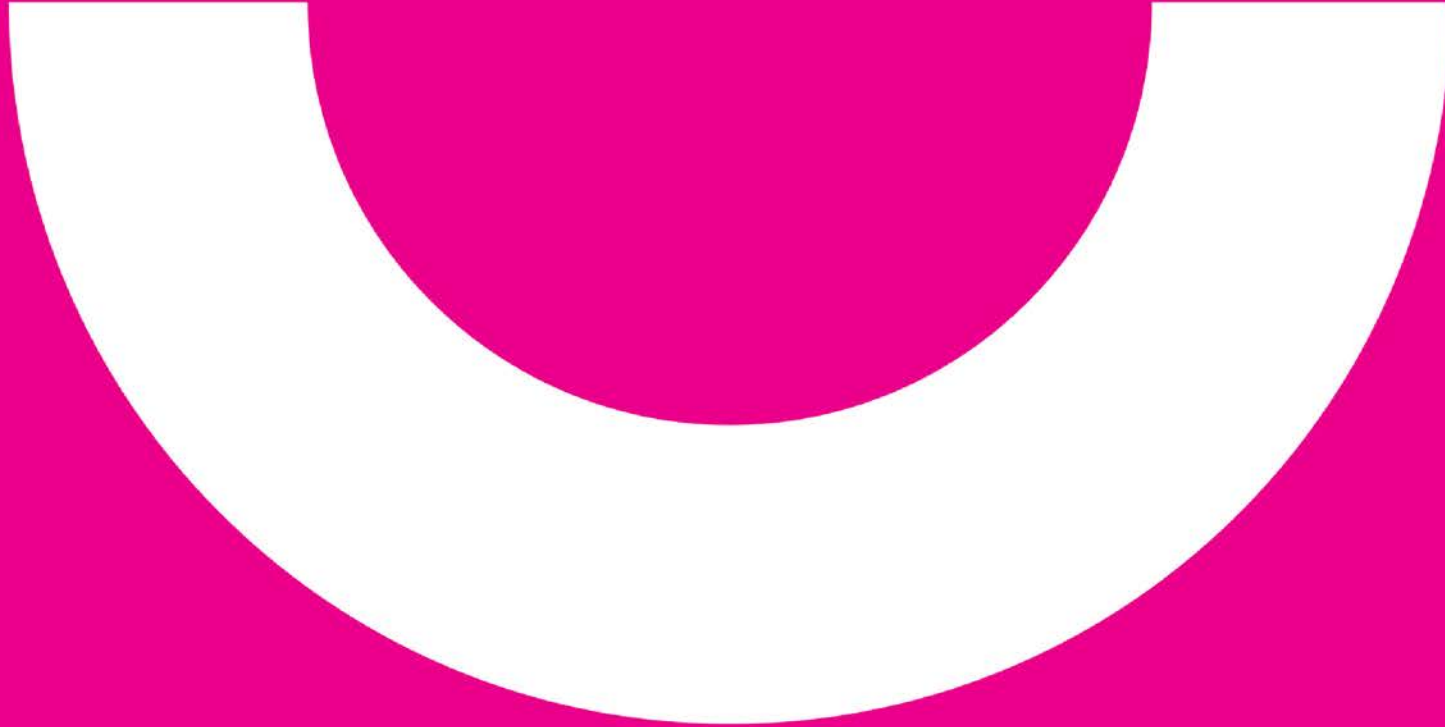
## Campaign colour



**R236 G0 B140**

**Magenta**

**Campaign symbol**



**A symbol of fun, happiness and good health**

Our campaign headline / CTA

give a  
**SMILE**

Our campaign logo





# Key Visuals



# 1/ Single Brand




give a SMILE

KINDNESS IS  
THE NEW BEAUTIFUL

For every Colgate product  
you purchase,  
**we will donate \$10**  
to Operation Smile

watsons Colgate

This poster features a smiling woman's face in a large white smile shape. A black banner with pink text is at the top left. A small 'give a SMILE' logo is at the top right. A cartoon dinosaur on a skateboard is on the left, and a cartoon tiger is on the right. At the bottom right, a small photo shows two children smiling.



give a SMILE

give a  
**SMILE**  
CHANGE  
A LIFE

For every Colgate product you purchase,  
**we will donate \$10**  
to Operation Smile

Doing Good Feels Super Superdrug ☆ Colgate

This poster features a smiling woman's face in a large white smile shape. A 'give a SMILE' logo is at the top right. A cartoon dinosaur on a skateboard is on the left, and a cartoon tiger is on the right. The bottom text includes 'Doing Good Feels Super', 'Superdrug ☆', and the Colgate logo.

H/L: Give a Smile  
change a life  
S/H: For every Colgate  
product you purchase,  
we will donate \$10 to  
Operation Smile.

} Social Purpose Slogan  
& logos

# 1/ Single Brand - Oral Promotion

give a SMILE

Give a healthy SMILE

For every Sensodyne product you purchase, we will donate **\$10** to Operation Smile

LOOK GOOD DO GOOD FEEL GREAT. watsons SENSODYNE

give a SMILE

Give a healthy SMILE

For every Sensodyne product you purchase, we will donate **\$10** to Operation Smile

Doing Good Feels Super Superdrug SENSODYNE

H/L: Give a healthy Smile

S/H: For every Sensodyne product you purchase, we will donate \$10 to Operation Smile.

} Social Purpose Slogan & logos



# 1/ Single Brand - Watsons OB / Sustainable Choices



give a SMILE

KINDNESS IS THE NEW BEAUTIFUL

For every Sustainable Choices only at Watsons product you purchase, we will donate **\$10** to Operation Smile

watsons SUSTAINABLE CHOICES

Illustrations include a smiling sun, a green monster on a skateboard, a tiger, a stick figure, and a package of Watsons Green Tea toothbrushes.



watsons brand Operation Smile give a SMILE

For every Watsons brand product you purchase, we will donate \$10 to help kids with cleft conditions

KINDNESS IS THE NEW BEAUTIFUL

W

H/L: Kindness is The New Beautiful

S/L: For every Watsons brand product you purchase, we will donate \$10 to help kids with cleft conditions.

## 2/ Mixed Brand - Oral Promotion Watsons OB + A Brand



give a SMILE

Give a healthy SMILE

For every Sensodyne and Watsons brand product you purchase, we will donate **\$10** to Operation Smile

LOOK GOOD DO GOOD FEEL GREAT.

watsons SENSODYNE

The advertisement features a central image of a smiling woman with her hands framing her face. Surrounding her are various icons: a smiling sun, a green dinosaur on a skateboard, a yellow tiger, and a cartoon girl. At the bottom, there are images of Sensodyne toothpaste boxes and a toothbrush. The background is a mix of light blue and pink.

H/L: Give a healthy Smile  
S/H: For every Sensodyne and Watsons brand product you purchase, we will donate \$10 to Operation Smile.

} Social Purpose Slogan & logos

## 2/ Mix Brand

**Make your SMILE change the world**

**give a SMILE**

For every purchase of our participating brands,  
we will donate \$10 to Operation Smile

**Oral-B** **Crest** **Colgate**

**SHISEIDO** **NIVEA** **kao**  
Kao Corporation

**L'ORÉAL**

**GARNIER** **Dettol**

Doing good feels surprisingly good

**Kruidvat**

H/L: Make your Smile change the world  
S/H: For every purchase of our participating brands, we will donate \$10 to Operation Smile.

### 3/ Point matching version

give a  
**SMILE**

**SMILE** more  
**EARN** more

LOOK GOOD  
DO GOOD  
FEEL GREAT  
INDONESIA

Buy any Colgate oral care product, you will earn  
**2X** points  
and we will match donate the points you earn to Operation Smile

watsons Colgate

H/L: Smile more. Earn more.

S/H: Buy any Colgate oral care product, you will earn 2X points and we will match donate the points you earn to Operation Smile.

\*Please use the latest CRM card design



### 3/ Point matching version



**SMILE more  
EARN more**

give a **SMILE**

**2x + 2x  
Points + Smiles**

Buy any Sensodyne oral care product, you will earn double points and we will match donate the points you earn to Operation Smile to help kids with cleft conditions.

**Kruidvat** **SENSODYNE**

H/L: Smile more. Earn more.  
S/H: Buy any Sensodyne oral care product, you will earn double points and we will match donate the points you earn to Operation Smile to help kids with cleft conditions.

Highlight:  
2X Points + 2X Smiles

\*Please use the latest CRM card design

### 3/ Point conversion



H/L: Donate Anytime

S/H: Donate your points to Operation Smile and help us fund surgery for kids with cleft conditions

Highlight: 20 points = 1€

QR code:

Scan and Donate now!

\*Please use the latest CRM card design



## 4/ Lip Promotion



The poster features a central image of two women smiling and holding a baby, framed by a large white smiley face. The background is pink. Text at the top left reads "You smile, I SMILE" with "SMILE" in large pink letters. Top right: "give a SMILE" with a smiley face icon. Bottom left: "LookGOOD DO GOOD FEEL GREAT INDONESIA" on a yellow card. Bottom center: "Buy any lip care product, we will donate 2 times the points you earn to Operation Smile" with "2 times" in large yellow text. Bottom right: Images of various lip products (lipstick, lip balm) with brand names like Bobbi Brown and MAC. Bottom center: "watsons" logo.

You smile, I  
**SMILE**

give a  
**SMILE**

Look**GOOD**  
DO **GOOD**  
FEEL **GREAT**  
INDONESIA

Buy any lip care product,  
we will donate  
**2 times**  
the points  
you earn to Operation  Smile

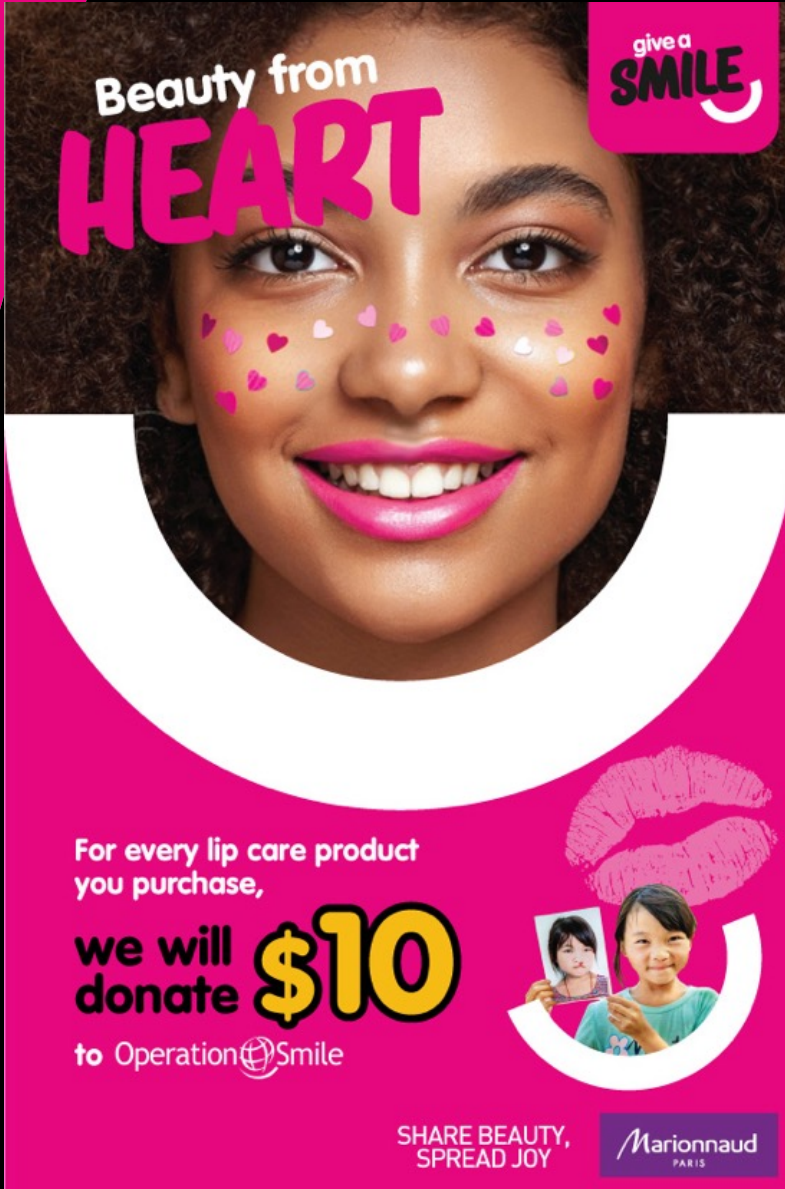
**watsons**

H/L: You Smile I Smile

S/H: Buy any lip care product, we will  
donate 2 times the points you earn to  
Operation Smile.


\*Please use the latest CRM card design

## 4/ Lip Promotion



Beauty from  
**HEART**

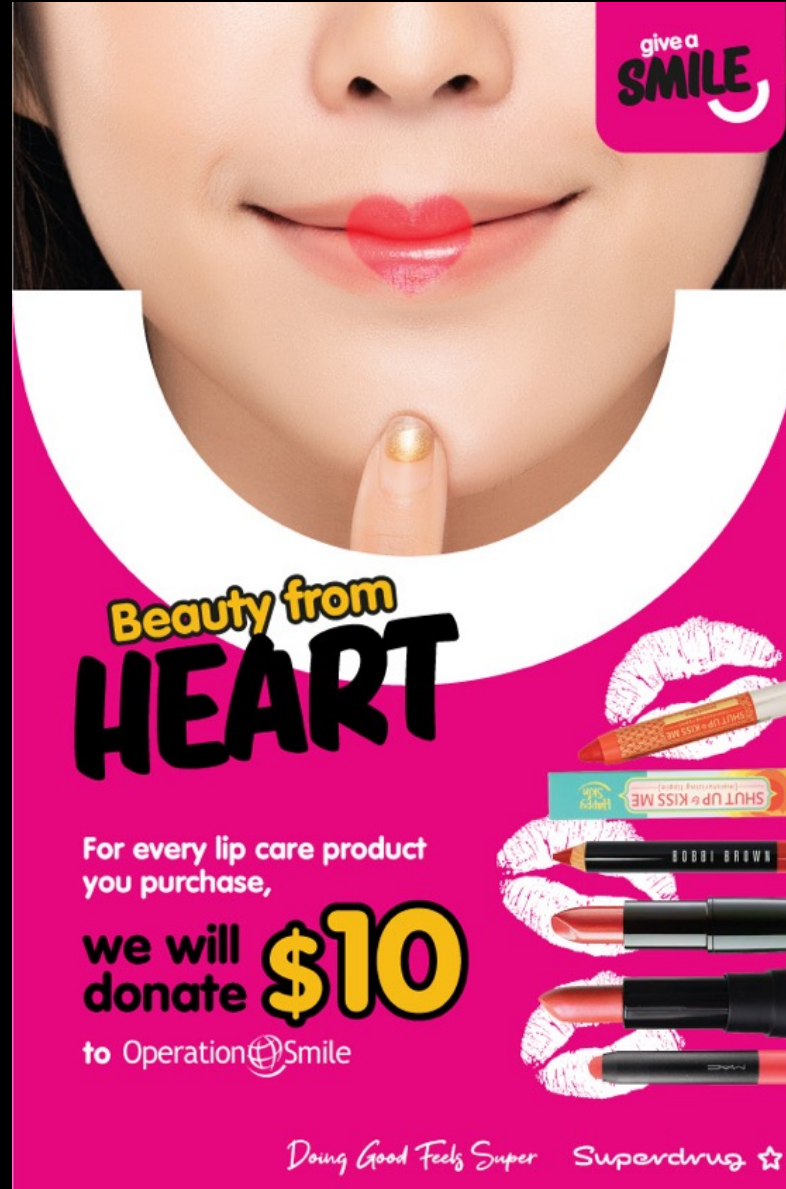
give a  
**SMILE**

For every lip care product  
you purchase,  
**we will donate \$10**  
to Operation  Smile

SHARE BEAUTY,  
SPREAD JOY


Marionnaud  
PARIS

The advertisement features a large circular cutout of a smiling woman's face with pink heart-shaped stickers on her cheeks. Below the cutout is a pink lip print and a small photo of two children. The background is pink with a white smiley face shape framing the text.



Beauty from  
**HEART**

give a  
**SMILE**

For every lip care product  
you purchase,  
**we will donate \$10**  
to Operation  Smile

Doing Good Feels Super Superdrug ☆

The advertisement features a close-up of a person's mouth with a red heart sticker on the lips and a finger pointing to the chin. Below the cutout are several lip care products (lipsticks and lip balms) and pink lip prints. The background is pink with a white smiley face shape framing the text.

H/L: Beauty from Heart

S/H: For every lip care product you purchase, we will donate \$10 to Operation Smile.

The background is split diagonally from the top-left to the bottom-right. The upper-left portion is a vibrant pink, while the lower-right portion is a solid black. The text is centered horizontally across the middle of the image, spanning both color fields.

**Driving customer awareness**

# Website Carousel - Thematic



H/L: Kindness is The New Beautiful




H/L: Give a Smile Change a Life









# Website Carousel - Mechanics



H/L: Kindness is the new beautiful / Give a Smile change a life  
S/H: For every Colgate product you purchase, we will donate \$10 to Operation Smile.


 Download Watsons App







[Promotion](#)   [Only at Watsons](#)   [Membership](#)   [Blog](#)   [#ColourMe](#)


[S\\$5 off S\\$40 first app purchase](#) | [Free Delivery above S\\$80](#) | [Cash on Delivery](#)






Dear Jenny,

Whenever you smile, you make someone's life happier, sunnier and more beautiful. Give someone a smile today and see how it comes back to you in a good way.




[Promotion](#)   [Only at Watsons](#)   [Membership](#)   [Blog](#)   [#ColourMe](#)

[S\\$5 off S\\$40 first app purchase](#) | [Free Delivery above S\\$80](#) | [Cash on Delivery](#)




Dear Jenny,

Whenever you smile, you make someone's life happier, sunnier and more beautiful. Give someone a smile today and see how it comes back to you in a good way.



Learn more about Operation Smile




Operation Smile is an international medical charity, established in 1982, to provide free surgery for children in developing countries with cleft lip, palate and other facial deformities. Since its launch, Operation Smile has helped over 300,000 children to smile again.





Buy any oral care product and you will earn 2X POINTS





We will match the points you earn and donate them to support Operation Smile. Not only do you look kinder and more beautiful when you smile, your smile can help children across the globe with cleft palates to smile too.

Shop with us now!

Discover **MORE** online with Watsons App



PD Data website Tel: 65 63444444 17th floor, Jamboree 12879  
Hotline Number: 63 10002000  
Monday - Friday 9:30 - 17:30

[Shop Finder](#) | [Contact Us](#) | [Sitemap](#)

\*This promotion is subject to the Watsons Group with your personal data to be used in accordance with our Privacy Policy. Customers are not eligible to receive points for purchases made by cash, credit card, or other payment methods. The promotion is valid from 1st January 2020 to 31st December 2020. For more details, please visit our website at [www.kruidvat.com.sg](#) or contact our Customer Care at 63 10002000.



## DO GOOD WITH A SMILE

Give hope to cleft children around the world

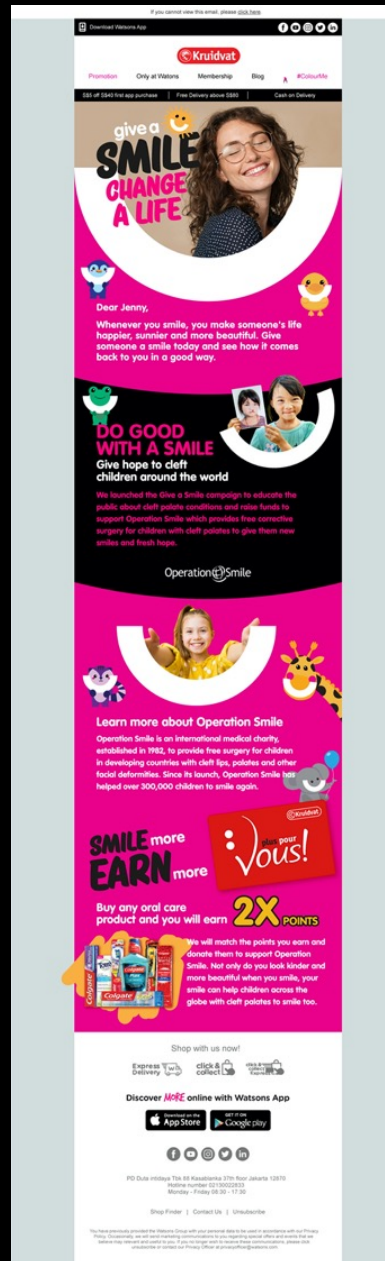
We launched the Give a Smile campaign to educate the public about cleft palate conditions and raise funds to support Operation Smile which provides free corrective surgery for children with cleft palates to give them new smiles and fresh hope.

Operation  Smile




## Learn more about Operation Smile


Operation Smile is an international medical charity, established in 1982, to provide free surgery for children in developing countries with cleft lips, palates and other facial deformities. Since its launch, Operation Smile has helped over 300,000 children to smile again.








SMILE more  
EARN more






plus pour  
Vous!

Buy any oral care product and you will earn **2X POINTS**






We will match the points you earn and donate them to support Operation Smile. Not only do you look kinder and more beautiful when you smile, your smile can help children across the globe with cleft palates to smile too.

Shop with us now!

Discover **MORE** online with Watsons App







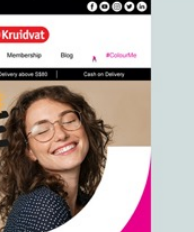
PD Duta Intidaya Tbk 88 Kasablanka 37th floor Jakarta 12870  
Hotline number 02130022833  
Monday - Friday 08:30 - 17:30

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SMILE more  
EARN more





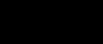
plus pour  
Vous!

Buy any oral care product and you will earn **2X POINTS**





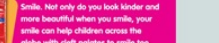
We will match the points you earn and donate them to support Operation Smile. Not only do you look kinder and more beautiful when you smile, your smile can help children across the globe with cleft palates to smile too.

Shop with us now!

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# In-store Promotional Mechanics

# Cashier Dual Monitor - Point donation message (16:9)



H/L: Smile more. Earn more.

S/H: Earn 2X points and we will match donate the points you earn to Operation Smile to help kids with cleft conditions.

\*Please use the latest CRM card design

# POS - Shelf Wobbler



H/L: Smile more. Earn more.

S/H: You earn 2X points. We donate 2X Smiles to Operation Smile to help kids with cleft conditions.

Highlight: 2X Points + 2X Smiles

\*Please use the latest CRM card design

# POS - Shelf Poster



H/L: Smile more. Earn more.

S/H: You earn 2X points. We donate 2X Smiles to Operation Smile to help kids with cleft conditions.

Highlight: 2X Points + 2X Smiles

\*Please use the latest CRM card design

The image features a solid black background on the right and a vibrant pink background on the left, separated by a diagonal line that runs from the top-left towards the bottom-right.

# Assets

# Typefaces

## Usage

Creative headline copy

.....

**BIG FISH  
CASUALS**

.....

This is a new typeface and must be licensed  
for use in communications from myfonts.  
please follow the below link for more detail.

[LINK](#)

Supporting headline and body copy

.....

**VAG Rounded Bold**

.....

This is an A.S. Watson typeface.

# Illustrations

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# Illustrations

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## Patient images

.....



Ngan



Ying



Alexandri



Yang



Zhao



Clement