

# Campaign & Content Overview: Dragon's Breath Launch

The Dragon's Breath campaign is a declaration of war against the silent saboteurs of confidence: bad breath, plaque, and grime. We are here to incinerate the "supermarket boring" cycle of oral care, weaponizing a primal heat and ruthless science against "Hench Stench" and "Plaque Jack." This launch is not just about a product; it's about reclaiming dominion over every crucial moment. We will dominate every battleground—static, social, video, and e-commerce—to ensure our warriors are equipped with the fiercest defense, enabling them to conquer any challenge without hesitation. Dragon's Breath is the fiery core of unwavering self-assurance.

## Marketing Calendar: Plaque Slayer Dragon's Breath Campaign

**Campaign Start Date: May 6, 2024**

**Campaign End Date: July 28, 2024**

Date (Week Of)	Channel	Activity	Owner	Resources & Assets
Week 1 (May 6)	Static/Social	Teaser: "The Beast Awakens." Fiery imagery, hint of product. Call out "Hench Stench" and "Plaque Jack."	Creative Team, Social Media Manager	Teaser graphics/images, short teaser copy (2-3 variations).

| Week 1 (May 6) | Video/Social | Teaser: Short, explosive video hints at heat and primal power. Voiceover: "Bad breath? Prepare to burn."

| Creative Team, Social Media Manager | Teaser video (15-30 seconds), script.

Week | Channel | Activity | Owner

May 6	Static/Social	Teaser: "The Beast Awakens." Fiery visuals, hint of product. Call out "Hench Stench" and "Plaque Jack."	Social Media Manager	Teaser graphics/images, short teaser copy (3 variations).
May 6	Video/Social	Teaser: Explosive video hints at heat and primal power. Voiceover: "Bad breath? Prepare to burn."	Creative Team	Teaser video (15-30 seconds), script.

May 6	E-commerce	"Coming Soon" banner on Plaque Slayer site/Amazon PDP. Update product page placeholders.	E-commerce Manager	"Coming Soon" banner graphic, placeholder text.
May 13	Static/Social	Product Reveal: High-impact shots of Dragon's Breath toothpaste & spray. Focus on heat-activated clean. "Feel the burn. Kill the funk."	Social Media Manager	Product photography (hero shots, detail shots), compelling copy.
May 13	Video/Social	Unboxing/Demo Video: Visceral reaction to "microdose chili warmth," orange-guava punch. Testimonials: "It's a weapon."	Creative Team, Influencer Manager	Unboxing/demo video (30-60 seconds), influencer script/brief.
May 13	E-commerce	Product pages live on Plaque Slayer site/Amazon PDP with key benefits (heat, odor destruction, enamel armor). Pre-order enabled.	E-commerce Manager	Detailed product descriptions, pre-order CTA, price.
May 20	Static/Social	Infographic/Carousel: "How Dragon's Breath hunts down Hensch Stench and Plaque Jack." Visuals of capsicum extract & citrus terpenes in action.	Content Team	Infographic elements, science-backed short-form copy.
May 20	Video/Social	Explainer Video: Animated	Creative Team	Animated explainer video

		graphic demonstrating how science slays bad breath. Visual metaphors for "before/after."		(60 seconds), voiceover script.
May 20	E-commerce	A+ Content/Enhanced Listings on Amazon PDP: Deeper dive into science, FAQs, initial customer reviews (simulated for launch).	E-commerce Manager	A+ content graphics, detailed science copy, FAQ content.
May 27	Static/Social	Lifestyle Shots: "Best for all-night partying. Best for all-day hustling." People confidently smiling after using Dragon's Breath.	Social Media Manager	Lifestyle photography (diverse scenarios), confidence-driven captions.
May 27	Video/Social	UGC-style Video Montage: Quick cuts of people conquering social situations, fueled by Dragon's Breath confidence.	Influencer Manager	UGC-style video templates, licensed stock footage, influencer content.
May 27	E-commerce	Bundle Offers: Dragon's Breath toothpaste + mouth spray. Email campaign to existing customers for early bird access.	E-commerce Manager	Bundle graphics, email marketing copy & design.
June 3	Static/Social	Highlight Nano-hydroxyapatite Complex: "Shield your teeth. Build an enamel fortress."	Content Team	Graphics visualizing enamel protection, concise copy.

June 3	Video/Social	Micro-Video: Quick visual of enamel being "armored" by Dragon's Breath.	Creative Team	Short animation (15 seconds) or motion graphic.
June 3	E-commerce	Dedicated Landing Page Section/Blog Post: Deep dive into enamel protection benefits of Dragon's Breath.	Content Team	Web copy for landing page/blog, SEO keywords.
June 10	Static/Social	Feature Refillable Toothpaste: "Don't just clean. Reload. Reduce waste. Maximize slay."	Social Media Manager	Graphics demonstrating refill system, eco-friendly messaging.
June 10	Video/Social	Short Video: Demonstrating the refill process - seamless, powerful.	Creative Team	Refill process video (30 seconds).
June 10	E-commerce	Emphasize sustainability on product pages. Highlight subscription option for continuous warfare against bad breath.	E-commerce Manager	Sustainability badges, subscription benefits copy.
June 17	Static/Social	Focus on Instant-action Mouth Spray: "Ambush bad breath. Instant kill."	Social Media Manager	Product shots of mouth spray, aggressive action-oriented copy.
June 17	Video/Social	Quick Demo: Mouth spray in action - discreet, powerful, rapid results.	Creative Team	Mouth spray demo video (15-30 seconds).
June 17	E-commerce	Dedicated section for the	E-commerce Manager	Mouth spray product page

		mouth spray, emphasizing its on-the-go power and immediate threat neutralization.		optimization, cross-sell opportunities.
June 24	Static/Social	Battle Stories: Feature positive customer reviews/quotes. "They fought. They won. They testify."	Social Media Manager	Customer review graphics, testimonial quotes.
June 24	Video/Social	Curated Video Testimonials: Raw, authentic reactions from early adopters/influencers.	Influencer Manager	Compilation of video testimonials.
June 24	E-commerce	Integrate star ratings and reviews prominently on all product pages. Deploy review request emails.	E-commerce Manager	Review integration on site, automated review request setup.
July 1	Static/Social	Challenge the Weak: Comparative post (without naming competitors): "Tired of minty lies? Choose lethal truth."	Content Team	Comparison graphic (conceptual), bold headline copy.
July 1	Video/Social	Humorous, Over-the-Top Video: Person struggles with "basic" toothpaste, then transforms with Dragon's Breath.	Creative Team	Script for comedic video, actor brief.
July 1	E-commerce	Special Offer/Discount: Limited-time	E-commerce Manager	Promotional banners,

		promotion to drive conversion. "Seize the weapon. Destroy the enemy."		discount codes, email blast.
July 8	Static/Social	Recap Best-Selling Points: Heat, science, confidence. "The war rages. Join the elite."	Social Media Manager	Recap graphics, compelling calls to action.
July 8	Video/Social	"Top 3 Reasons to Wield Dragon's Breath" Video.	Creative Team	Script for reasons video (60 seconds).
July 8	E-commerce	Retargeting Ads: For abandoned carts, browsing history. Re-engage those who hesitated.	Performance Marketing Specialist	Retargeting ad creatives (static/video), audience segmentation.
July 15	Static/Social	Victory Shout: Bold, declarative statement: "Bad Breath is Dead. We Slew It." Strong brand messaging.	Brand Manager	High-impact brand graphics, victory slogan.
July 15	Video/Social	Short, Impactful Brand Anthem Video: A celebration of Dragon's Breath's dominance.	Creative Team	Anthem video (30 seconds).
July 15	E-commerce	Loyalty Program Promotion: Encourage repeat purchases and referrals. Reward our loyal warriors.	E-commerce Manager	Loyalty program graphics/copy, email campaign.
July 22	Static/Social	Engagement Post: "What enemy will Plaque Slayer conquer next?"	Social Media Manager	Engagement graphic, open-ended question.

		Future-focused, inviting community feedback.		
July 22	Video/Social	Behind-the-Scenes/Blooper Reel: A glimpse into the making of a legendary campaign (maintaining brand tone).	Creative Team	BTS footage, edited blooper reel.
July 22	E-commerce	Data Analysis & Customer Feedback: Internal review of campaign performance, solicit direct feedback for future product enhancements.	Analytics Team, Product Marketing	Campaign performance reports, customer survey setup.

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## Performance Tracking & KPIs

We measure our victories with relentless precision:

### Awareness:

- **Reach & Impressions:** Track the sheer scale of our offensive across all channels. Did our war cry echo far enough?
- **Brand Mentions:** Monitor social listening for how many warriors speak our name and the Dragon's Breath weapon.
- **Website Traffic:** Analyze unique visitors and traffic sources to measure initial impact.

### Engagement:

- **Likes, Comments, Shares:** Gauge the fervor of our community. Are they joining the fight?
- **Video Views & Completion Rates:** Determine the impact and retention of our visual assaults.
- **Click-Through Rates (CTR):** Measure the direct path from our content to the front lines of purchase.

### Conversion:

- **E-commerce Sales (Units & Revenue):** The ultimate measure of victory. How many enemies were slain by Dragon's Breath?

- **Conversion Rate:** Percentage of visitors who wield our weapon.
- **Add-to-Cart Rate:** Identify drop-off points in the acquisition journey.
- **Email Sign-ups:** Expanding our army for future campaigns.

### **Competitive Differentiation:**

- **Share of Voice:** Dominate the conversation against the feeble attempts of competitors.
- **Sentiment Analysis:** Assess the emotional impact of our brand. Are we inspiring primal confidence or just polite nods?
- **Unique Search Terms:** Track organic search for phrases unique to Dragon's Breath (e.g., "heat-activated toothpaste") to prove our disruptive power.

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### **Flexibility & Notes**

The battlefield is fluid. Our strategy must adapt or perish:

- **Relentless Monitoring:** Daily and weekly review of all key performance indicators. We will pivot content, adjust ad spend, and recalibrate our attacks based on what obliterates the enemy most effectively.
- **Platform Adaptability:** Algorithm changes are mere obstacles. We will adapt our creative and targeting to exploit new opportunities and bypass any digital defenses.
- **Warrior Feedback:** Customer reviews and comments are intelligence from the front lines. We will listen, learn, and respond with the speed of a predator.
- **A/B Testing:** Every headline, every visual, every call to action is a weapon to be sharpened. We will continuously test variations to maximize our impact and ensure every strike lands true.