

Colgate®

PULSE

Master KV



Key Visual

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The advertisement features a vibrant background with vertical bars in shades of purple, pink, and blue. A breakdancer in a purple hoodie is captured in a dynamic pose. The Colgate logo is in the top left. The word 'PULSE' is written in large white letters. Below it, the text reads 'The Rhythm of Smarter Brushing' and 'Smart coaching for the ultimate clean you can see.' On the right, two electric toothbrushes (one black, one red) and a smartphone displaying the Colgate Pulse app are shown. The app screen shows 'Lateral Brushing Sessions' with a progress bar at 87% and a '3:28' timer. A 'SERIES 2' label is above the toothbrushes. A callout box at the bottom left states 'Remove 50% More Plaque' and '3 Modes to sync your rhythm' with sub-modes: Gentle Clean, Daily Clean, and Deep Clean.

Colgate

PULSE

The Rhythm of Smarter Brushing

Smart coaching for the ultimate clean you can see.

SERIES 2

Remove **50%** More Plaque

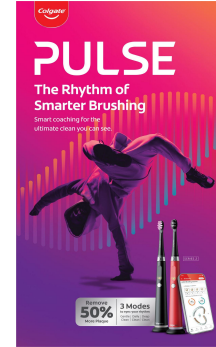
3 Modes to sync your rhythm
Gentle Clean | Daily Clean | Deep Clean

Key Visual Overview

Below is an example of how key visual is used in gondolas.



Pulse 2



Pulse 1



Product Visual

Download here

Colgate

PULSE

SERIES 2

The Rhythm of Smarter Brushing

Smart coaching for the ultimate clean you can see.

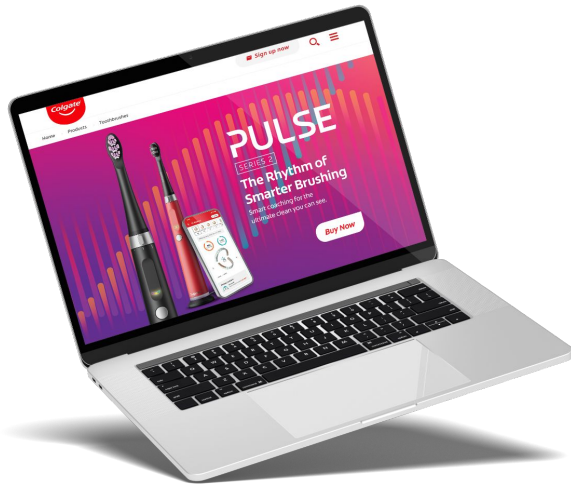
Remove **50%** More Plaque

3 Modes to sync your rhythm
Gentle Clean | Daily Clean | Deep Clean

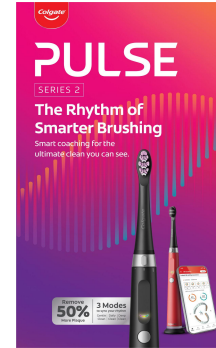
The advertisement features a black and a red Colgate Pulse Series 2 electric toothbrush standing upright. To the right, a smartphone displays the Colgate Pulse app interface, showing a 'Latest Brushing Sessions' screen with various data points and a circular progress indicator. The background is a vibrant purple and pink gradient with vertical brushstroke-like patterns.

Product Visual Overview

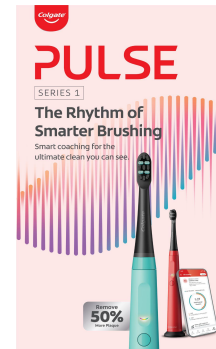
Below is an example of how product visual is used in Brand.com



Pulse 2

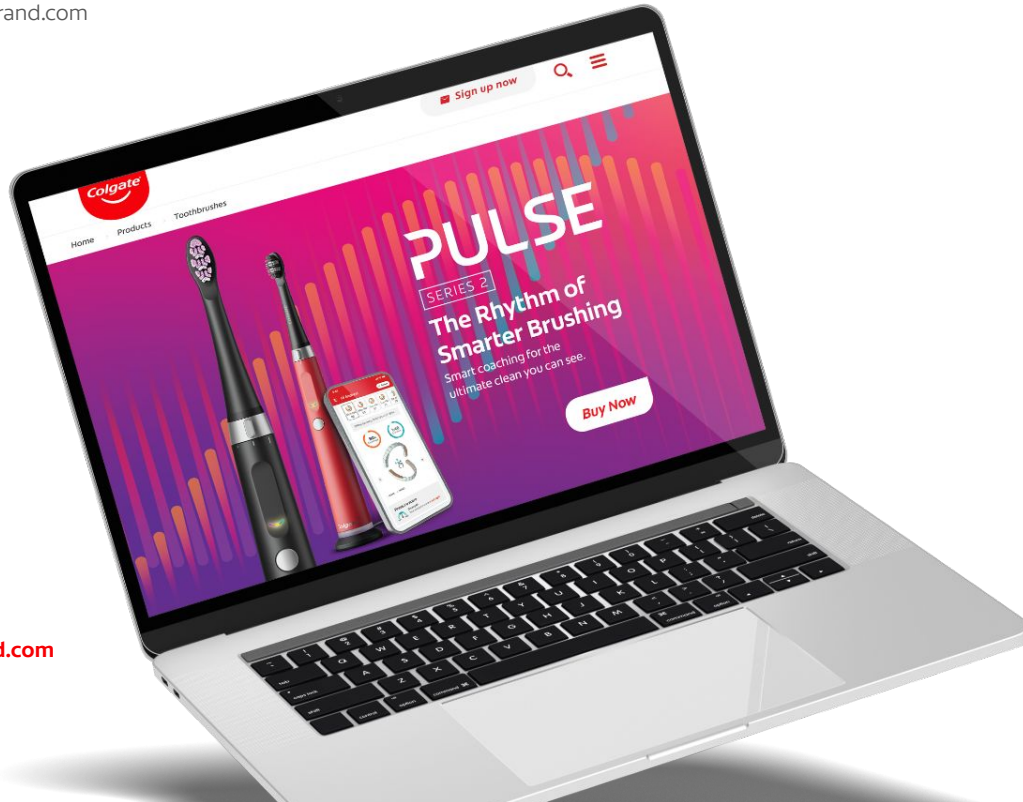


Pulse 1



Applications

Below are examples of gondolas and Brand.com



Brand.com



Gondolas

Brand.com

Applications

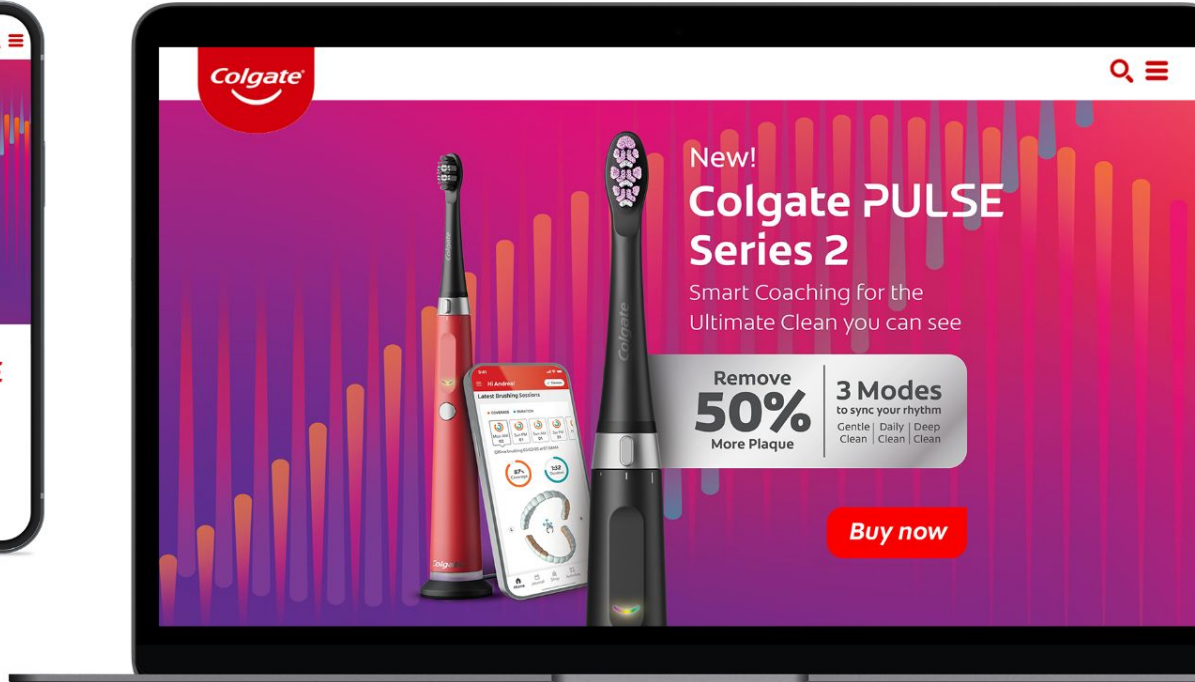
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Example of Colgate Pulse 2 on mobile and desktop versions

MOBILE



DESKTOP



Applications

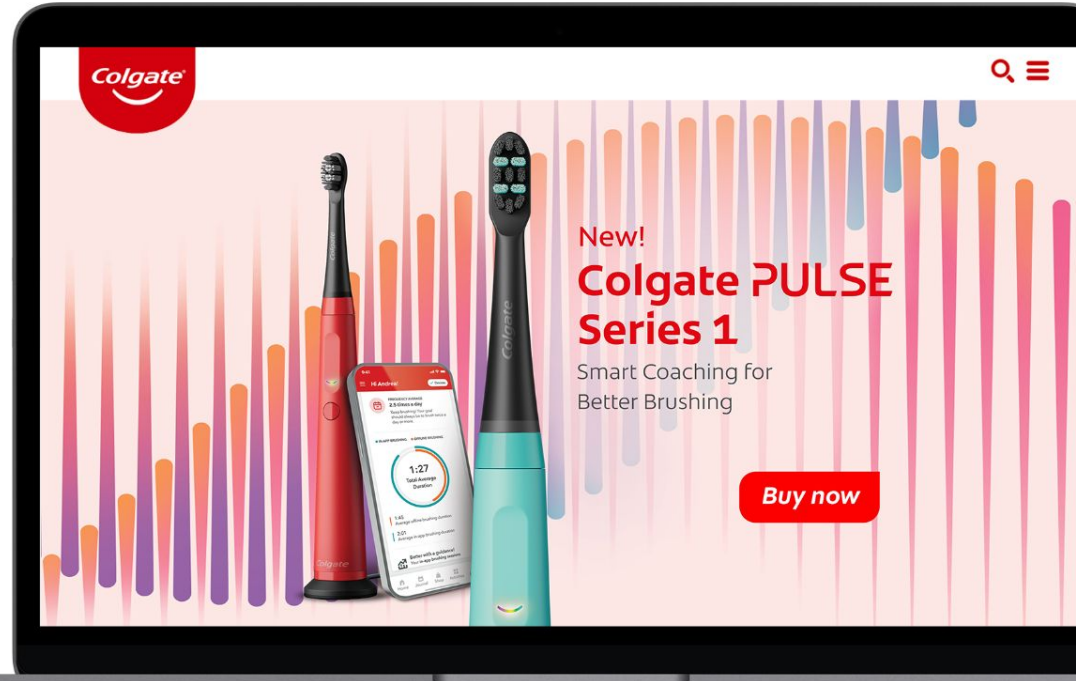
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Example of Colgate Pulse 1 on mobile and desktop versions

MOBILE



DESKTOP

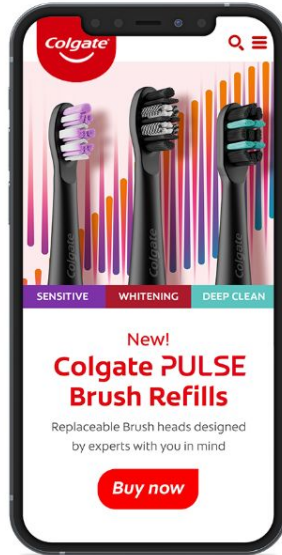


Applications

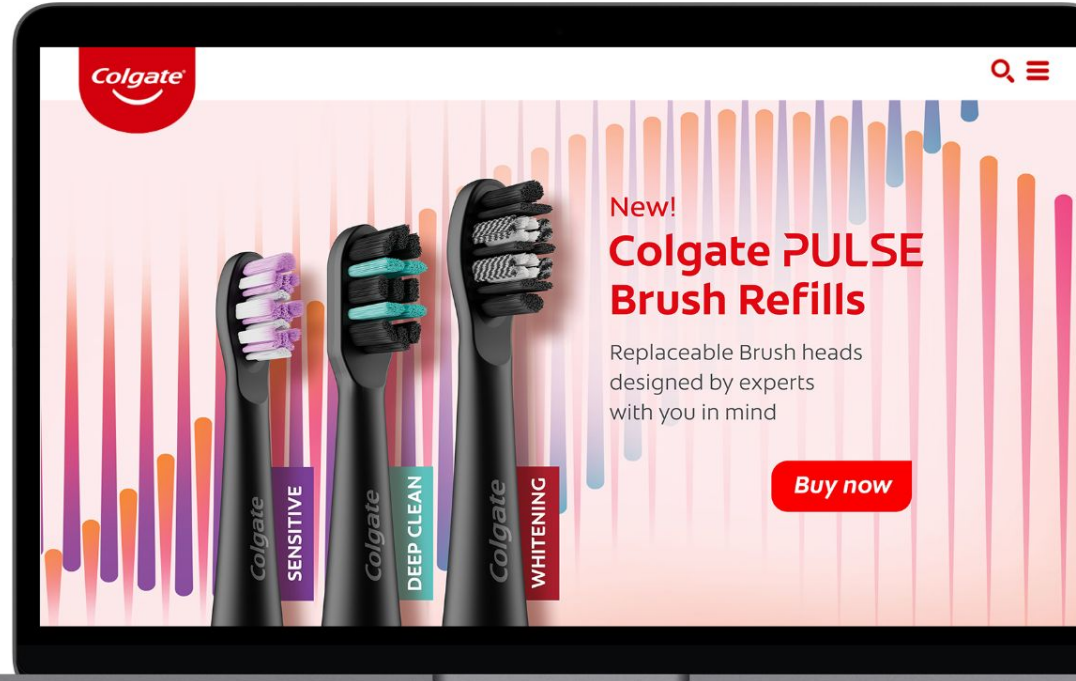
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Example of Colgate Pulse Brush Refills on mobile and desktop versions

MOBILE



DESKTOP



Colgate®

Thank You

