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Why Bad Breath Could Make Your Video A Marketing Marvel

OraBrush have one of the most success branded YouTube Channels on the web. What's made them so success you ask? Well bad breath of course!

What OraBrush have successfully managed to achieve over their short YouTube life is not just one viral ad campaign, but a whole viral YouTube Channel with all of their video productions receiving thousands upon thousands of views.

So what makes their video productions so universally popular? Well it would seem it all comes down to their ability to create remarkable content, so let's explore how they create such content.

The Original

OraBrush weren't born YouTube video giants right away. Take their first dip into the video marketing world, a campaign called "Is Your Tongue Kissable? Does Your Breath Stink?". This first video venture lacked the humour we've come to expect from the OraBrush brand, but provides the real backbone of why they are marketing their product to begin with.

Think of this first video as their real "first" music album – it's not polished, as a brand they've not yet found a worldwide popular format, but it has still generated a large amount of popularity just based on the concept of bad breath alone, which puts them in good stead for reaching a wider audience with their next campaign.

The reason this first campaign still worked so well, despite lacking the magic of their later work, is the fact that bad breath is a real, everyday common concern. Finding out the answer to whether you definitely have bad breath or not has always been a bit of a mystery.

OraBrush were well aware that they could utilize this insecurity of the worldwide online audience and generate a high level of viewership for their video content as a result, because it aimed to provide an insight into the answer to this universal query.

<http://www.youtube.com/watch?v=3SOUjqHAOr4>

The Worldwide Success

OraBrush's first venture into video hadn't been a worldwide success, but it had managed to create a ripple in the online video ocean, which is just the opening they needed to strike with a really unforgettable piece of video content.

Their campaign "Bad Breath Test – How To Tell When Your Breath Stinks" aimed to tackle the issue their first outing in to video brought up. Their original video proved that there was a need for their product in the oral hygiene niche, but the OraBrush guys had yet to answer the hard hitting question that made audiences check out their video to begin with – how do I know if I have bad breath?

This video actually offers a FREE solution of how to check if you definitely have bad breath, which is always a popular thing for videos to show. Providing free help, information and advice is always a winner with online audiences. However, the OraBrush guys go one step further and show that their product can also help to treat bad breath.

What OraBrush do here, is not suggest that everyone needs their product, but instead they helpfully show users how to find out if they need the product, then they go on to show them how the product can help to solve their oral hygiene problems.

Although there are clever marketing techniques afoot here, the most popular aspect of this particular video campaign is the power of entertainment. Not only is this campaign informative, educational and instructional, which tick all the right boxes for successful online video content, it ticks all those boxes whilst being funny and entertaining, which makes the content so much more engaging.

It is this entertaining style of content that gets the OraBrush brand onto the winning track and gives them their worldwide, critically acclaimed, much sought after, “second” album.

http://www.youtube.com/watch?feature=player_profilepage&v=nFeb6YBftHE

The Spoof

With their entertaining video style finally solidified the OraBrush brand helped to show brands, businesses and organisations alike how to market a product/service in marvellous fashion, through video. With the informative, educational and entertaining boxes all ticked, it was time for the next OraBrush approach, which took the aim of creating real, good quality video footage for their campaigns.

This potentially tricky “third” album saw the OraBrush gang move into spoof territory, by creating a faux movie trailer. This helped to tick both the entertainment box and the high quality footage box. The result was yet another hugely successful, worldwide campaign – “OraBrush The Movie”.

This campaign showed how high quality video production, great entertainment and most importantly creativity, can help to create a fantastic video marketing strategy.

http://www.youtube.com/watch?feature=player_profilepage&v=scKMk-9dZyE

The Interactive

OraBrush are hitting all the right notes with their online video campaigns, which is why after they’d established their brand and created a successful online presence, they aimed to give the power to the people.

YouTube is typically full of Video Responses and video reviews of products and services. OraBrush were well aware of this and encouraged users to review and document their OraBrush experiences through YouTube video.

The result was a huge amount of video responses, where each video in its own right received a high level of viewership on YouTube. This helped to spread the OraBrush brand and help them as a company interact with their customers.

The power of interacting with your audience is huge, and the more connections you can build with your everyday consumer, and make them apart of what you are doing, and the success you are having, the more marvellous your video marketing will become.

<http://www.youtube.com/user/curebadbreath#g/c/ff3fe82787338960>

The Cute/The Even Cuter

Now how do you make campaigns as successful as OraBrush even more successful? Typically the answer would be “with cats”, but OraBrush decided to take the other popular YouTube video approach by using the old faithful technique of adorable children.

Not only do OraBrush create a real popular video with their bundles of joy, but they also created a Blooper version to add to the marketing magic. At this point in the OraBrush marketing life cycle, they are all too aware what works and what doesn’t, and their knowledge is what makes this campaign so successful.

By picking such foolproof techniques as “kids on tape”, it’s a brand strategy that puts their tongue-in-cheek style into full-effect. Arguably it could be seen as a bit of an unimaginative choice, by not being as innovative or creative as some users may have liked, but it’s a real win-win technique that realistically almost markets itself.

When you’ve ticked the entertaining, informative, educational, engaging and interactive boxes, aiming for the cute/adorable box is certainly another plus for both brand and product.

http://www.youtube.com/watch?feature=player_profilepage&v=qBu2iOhzG6A

http://www.youtube.com/watch?feature=player_profilepage&v=NHE7N7j4PFE

Conclusion

OraBrush are real pioneers of making and marketing marvellous video content, creating numerous successful video campaigns that could take days to truly discuss, but what's key to take away here is that OraBrush weren't a success overnight.

From the get go OraBrush had in mind their brand and the message the brand wanted to get across, which is the kind of criteria many businesses spend far too long putting into practice. OraBrush not only have this affirmed early on, but having done so they are free to evolve their campaigns stylistically from one campaign to another, allowing them to never settle on one effective method, but constantly aim to outdo every campaign with the next one.

OraBrush, like any company, tried video strategies, assessed the success of that particular strategy, then created an even better strategy following the results. Through their campaigns they learnt what video marketing campaigns worked and what strategies missed the mark. It is this constant drive to create remarkable video content that has allowed them to become the success they are today.

About The Author

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