



Cleaning Up.

Successful redesign of the Acti-Brush restored Colgate-Palmolive to its leadership position within the disposable electric toothbrush category. The company was so pleased that it invited Altitude to participate in several other product initiatives.

A Former Innovator Faces Extinction

Colgate-Palmolive created the original low-cost electric toothbrush back in the late 1990's. After creating the category, the company faced aggressive competition which eventually eroded their once strong position. With the entire market moving toward low-cost electric toothbrushes, fierce competition resulted in very low margins. The company understood that re-emphasizing value was a key to establishing a strong presence and high margins. Colgate-Palmolive partnered with Altitude to give its sagging offering a boost.

Delivering Value: High Performance in a Slim Package

The Acti-Brush had never been updated since its introduction—the primary reason behind its slip from first to fourth place. It was time to reconsider the user group. Altitude's research team determined that the primary users were young (under 20) and looking for a toothbrush that fit better, was more effective, lasted longer, and was easier to maintain (i.e., switch out heads). We not only answered all of these needs, but also proved that a high-powered dual brush unit could be delivered in a slender profile.

Colgate-Palmolive and Altitude determined that the keys to reconnecting with users were differentiation, superior performance and outstanding ergonomics. Altitude developed the Motion, a high-powered, slim profile brush, with dual oppositional oscillating heads and a patented ergonomically correct arcing neck. Motion's sophisticated color pallet and perfectly placed rubber grips got the customer's attention and the refined features and performance delivered.