

## **CSR Hungary Award 2015**

### **Smiling milk teeth CSR campaign – the project of dm Ltd.**

#### **Common responsibility – common goals category**

dm Ltd. has organized its Smiling milk teeth campaign for the third time in the autumn of 2015. From the beginning, the aim of the campaign is to call the attention of the public, parents and teachers to the importance of correct tooth care from the appearance of the first milk teeth. The stake is high: caries is one of the most frequent chronic diseases all over the world, which can be prevented and reversed in an early stage by appropriate dental hygiene and nutrition.

The professional partner of dm Ltd. in the programme is Colgate-Palmolive Hungary Ltd. Some of the products which could be won at the competition were provided by Colgate, and besides the products the company also provided a special discount for regular dm customers, thus motivating them to support the Smiling milk teeth initiative. The cooperation of Colgate and dm is an excellent example of a long-term, fruitful and sustainable cooperation.

The program has two main elements: a competition for schools and a campaign with score donation. In 2015, dm expected the application of first grade classes in Hungary. At this age it is already very important to have correct dental care, clean the milk teeth appropriately. dm has promoted a photo competition, where they were looking for the first grade class in Hungary with the most beautiful smile. In the competition call dm asked to show as many “smiling milk teeth” as possible, i.e. the most pupils participate in the preparation of the competition photo. The competition call also provisioned that the class had to show the mascots of the campaign, Fairy, the Tooth Fairy and Michael, the Tooth Elf in some form. According to the competition call, dm distributes 10000 dental care kits among participants, and there is a prize draw for two main rewards: a dental screening programme, which visits the winning school, and an excursion to the Minipolisz kid city.

The drugstore launched an own website for the competition ([www.mosolygofogacskek.hu](http://www.mosolygofogacskek.hu)), where they called the attention to the importance of dental care with games. The competition, in accordance with the requirements of our age, was online, on this website, thus it was easily accessible for the schools entering the competition. The schools were also informed about the competition call in an email by dm.

Families could encounter the programme this year at four weekends in the Minipolisz kid city during the competition, where they could play with the Tooth Fairy and the Tooth Elf in person. The drugstore welcomed them with dental care games on the site, and at two weekends the dental care specialist of the programme gave advice for families. The on-site activity was very popular, the programme could address thousands of families.

At the compilation of the communication mix it was a priority that media are used cost-effectively by dm during the campaign, and parents with small children and teachers can be reached in a targeted manner. dm Ltd. has a wide range of own advertising surfaces, and they were used continuously to promote the campaign. The programme also appeared in the active beauty newsletter, in the magazine express, in the internal corporate magazine (belmondó), on the Facebook page of dm and on the website dm-drogeriemarkt.hu. The campaign was promoted by posters and a brochure demonstrating the correct steps of toothbrushing in dm retail outlets, where customers could support the programme on the info counter by donating 50 active beauty points.

The press materials accompanying the campaign appeared on various on-line advertising surfaces, the programme had print publications in the following magazines: Éva magazine, Helló Baby magazine, Egészségkalauz magazine. The campaign appeared in the television programmes TV2 Mokka and Aktív, and in RTL klub's Egészségkalauz. At the launch of the competition, dm held a press conference in Minipolisz, where they also invited pupils from two institutions: the inhabitants of the Cseppkő Children's Home and the Docete Foundation Elementary School had the opportunity to visit the kid city.

As this year's competition closes on October 18<sup>th</sup>, the final data of last year show the extent of interest: in 2014 altogether 317 schools, 13 636 first grade pupils entered the competition from 615 classes. In 2015, until the beginning of October so far 200 schools have entered the competition. In the 2015 call dm was seeking the class with the most beautiful smile in the country, as the drugstore wished to achieve to raise positive feelings and attitudes related to dental care, and the campaign focused on positive examples and education. dm customers also like this programme, and have a positive opinion on the drugstore because they address such a problem. dm Ltd. is proud that its Together for each other initiative is unique on the Hungarian

CSR Hungary Award 2015.  
Common goals – common responsibility

dm Kft.  
Szabina Pál-Nagy  
2046 Törökbálint, Depó, Pf. 4.  
Tel: 06-23-516-120  
E-mail: Szabina.Pal-Nagy@dm-drogeriemarkt.hu

market. With its supporting activity dm would like to set an example for other corporations as well, so that help could be extended further.