



Clinically proven to **relieve** the pain  
of sensitive teeth

In terms of toothpaste for sensitive teeth,  
Sensodyne has the  
highest top-of-mind recall of  
**38%.**

Campaign  
Sensodyne Rapid Relief

Category  
Toothpaste/Dental Cream/Cleanser/Mouthwash

Media Type  
NEL Dhoby Ghaut Station (Mega Pillar, Overhead Walls)

Target Audience  
People aged 15 and above

Duration  
1st June 10 – 28th June 10



Base: 250 respondents. Surveyed by Consumer Probe commissioned by Moove Media