

Case Study for Public Relations Agency

Case Study: How Social Media Landed Orabrush a Walmart Deal



Orabrush, a little-known company in Utah, makes a \$5 tongue cleaning device that has small business tongues wagging these days. Social media is credited with recently helping Orabrush seal a 3,500-store distribution deal with Walmart.

Orabrush is likely the first small business brand ever that used social media to land such a lucrative deal. The company credits its success to a series of wildly popular YouTube videos and a tiny \$28 Facebook ad. It's a fascinating business story, a social media case study worth learning from.

The Challenge:

Dr. Bob Wagstaff, the 75-year-old inventor of Orabrush, tried for nearly a decade to create sales momentum for his tongue cleaners via infomercials. After spending \$40,000 in advertising, he'd only filled 100 orders.

Meanwhile "Dr. Bob" approached CVS, Walgreens, and Walmart about carrying his tongue scraper. He also approached Colgate and Oral-B about buying his patent. None of them were interested.

In 2009, Dr. Bob presented his challenge to a group of marketing students at Brigham Young University. After conducting research, most students in the class advised Dr. Bob that 92 percent of his target customers wouldn't buy his product online, so forget about relying on the Internet for sales.

But one student, Jeffrey Harmon, saw things differently. Harmon viewed that 8 percent as millions of potential Orabrush customers. Dr. Bob liked Harmon's thinking; he hired the student to handle [PR marketing](#) for Orabrush.

Social Media Idea #1:

Harmon gathered a few friends to help script and record a viral marketing piece. They launched a YouTube video called [Bad Breath Test](#). It was laced with the requisite edgy humor. However...