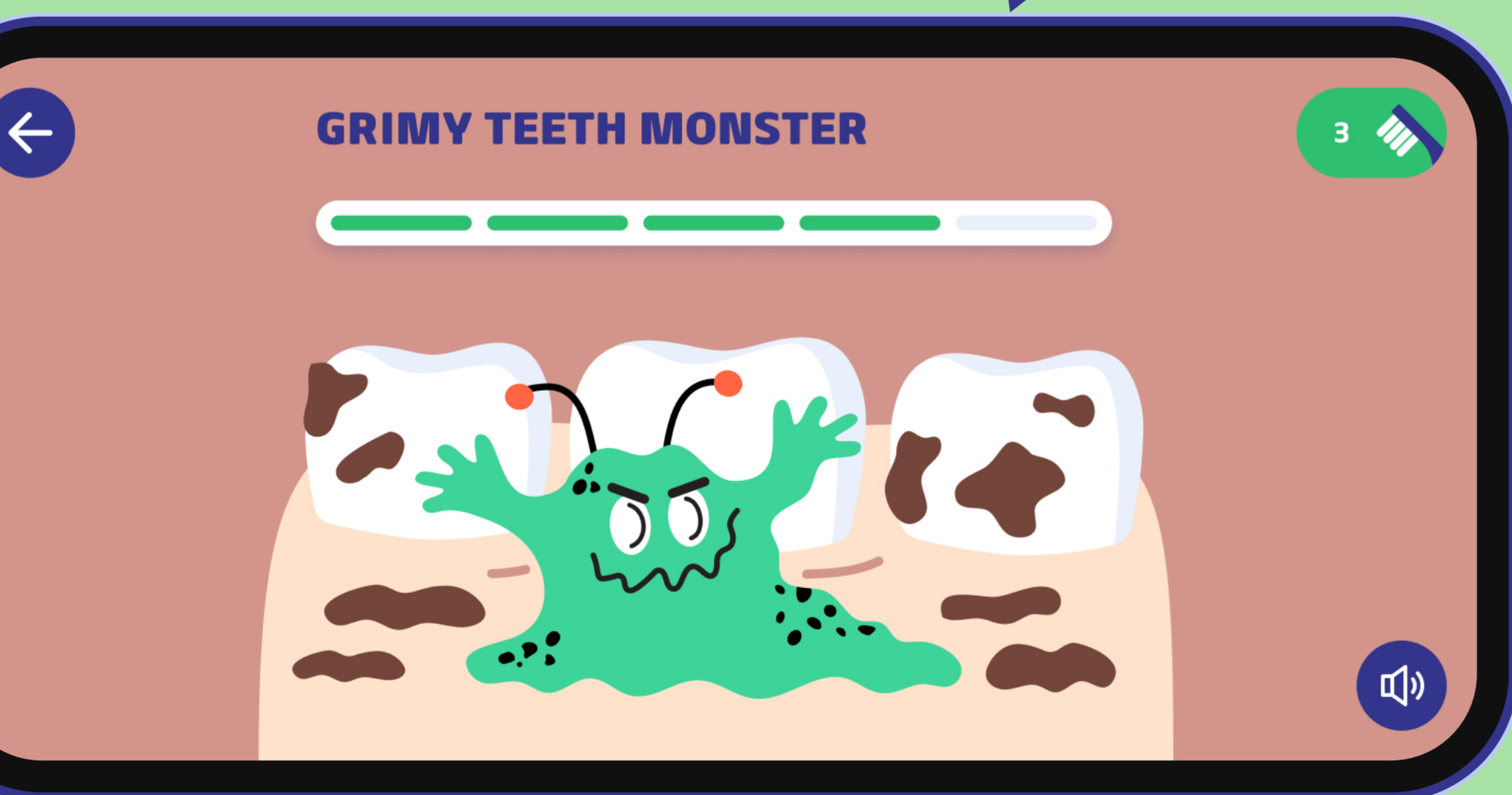
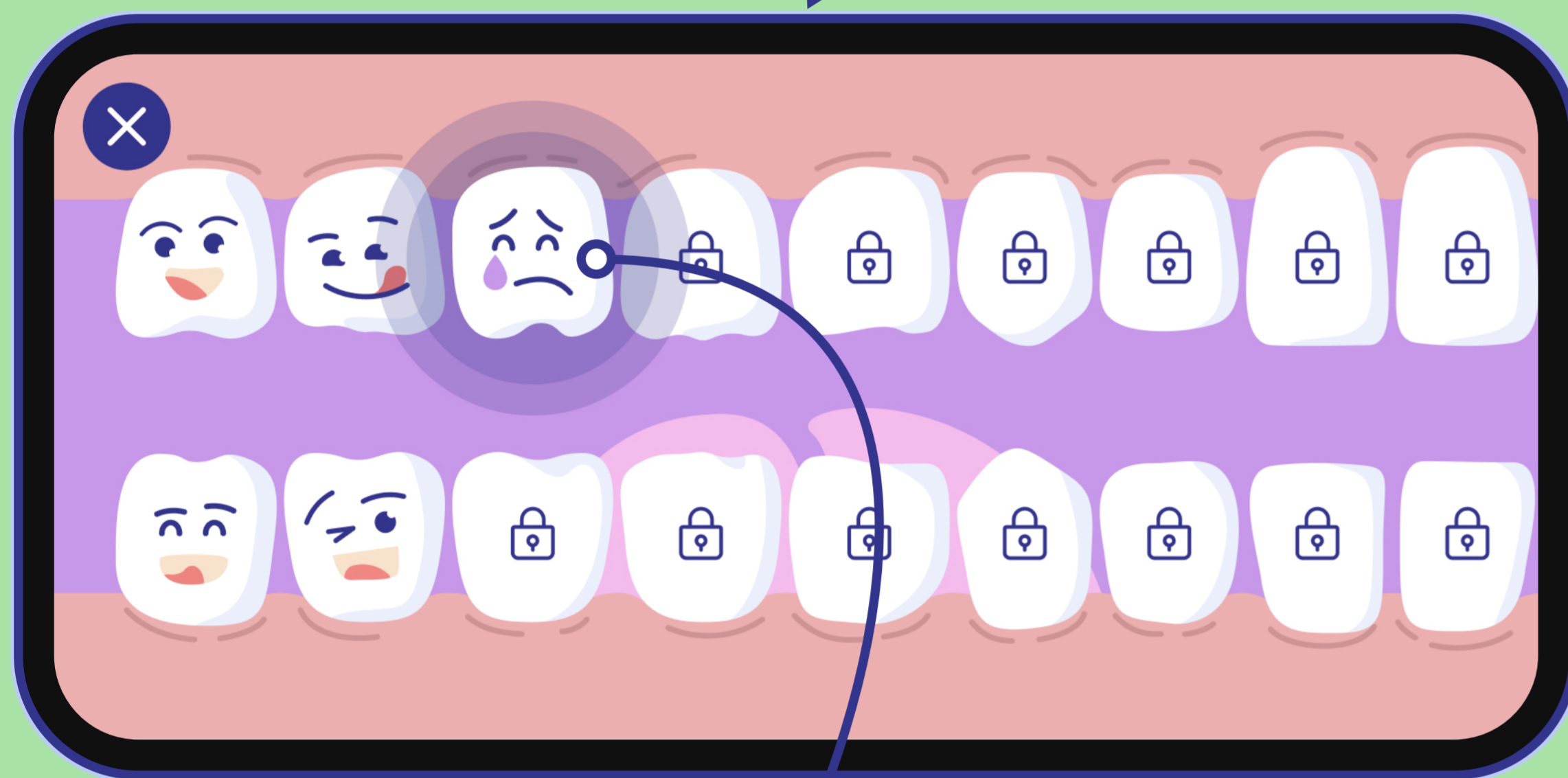




We aspire to develop  
autonomous tooth  
brushing habit among  
5 to 10-year-olds



## The design process

The interviews with kids and their parents revealed two insights. First, kids know why oral health is essential, but the brushing action is boring, and secondly, the taste of toothpaste is amazing.

Over six months, we created two different game concepts, user-tested and fine-tuned them with the help of a kids behaviour psychologist, selected the best concept and developed the mobile app for Android and iOS.

## Defeat Mouth Monsters

The gameplay has 32 levels — one Mouth Monster per level. Every creature has a different personality, voice and tip for teaching. The kids' mission is to collect in-game toothbrushes and wash the Tooth monsters away.



## In-game credit

You can earn in-game brushes only by brushing your actual teeth. So here comes handy the catchy Stig Rästa toothbrushing song.

## Your very own sidekick

The Wisdom Tooth is your wise buddy on this journey. He encourages you and your companions and shares invaluable mouth hygiene wisdom.

**BRUSH TEETH TWICE A DAY TO BLOCK OUT THE MOUTH MONSTERS**

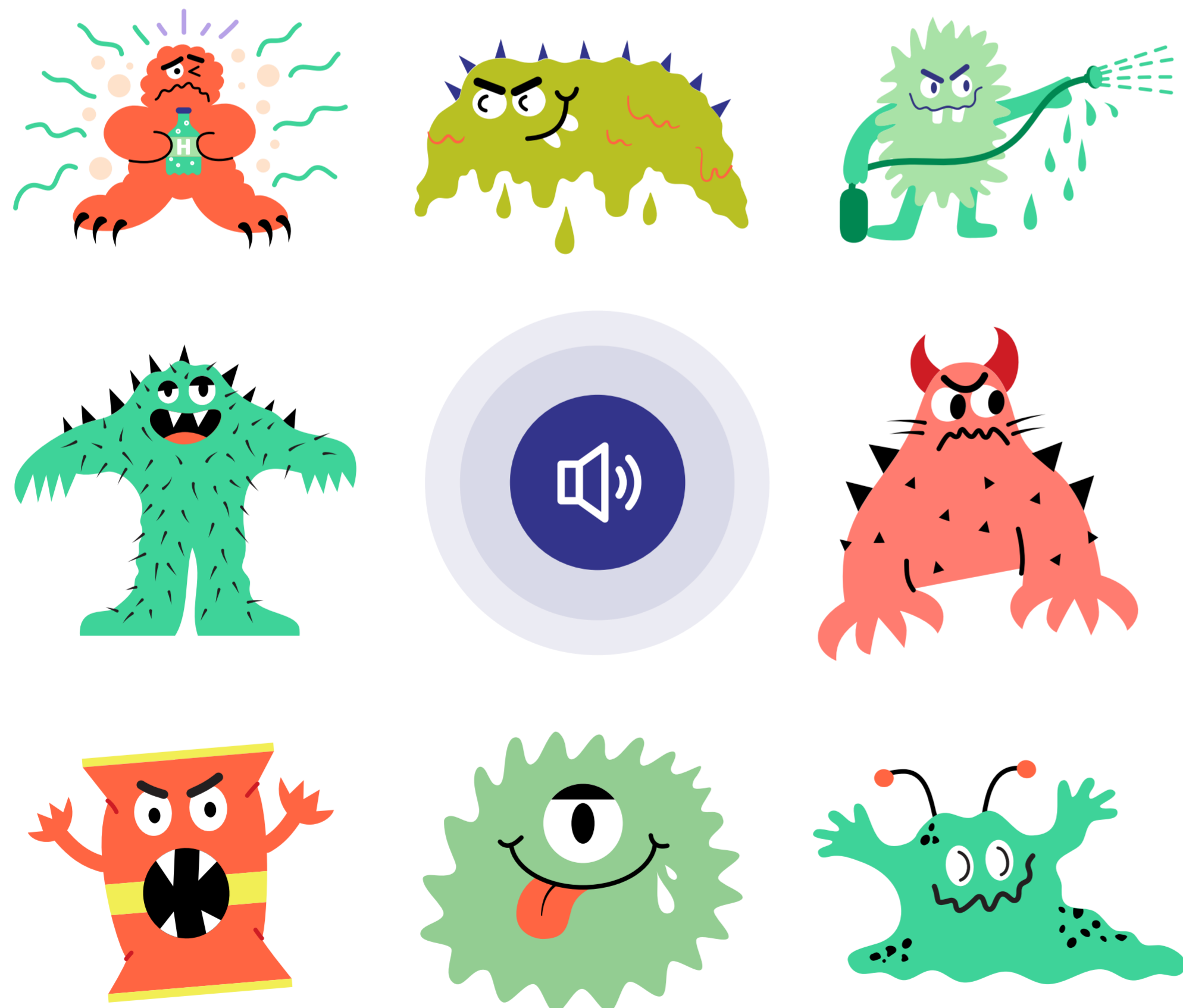


## Involve the whole family

Don't forget to bring your chums to the adventure. Whether you want to be a pirate, princess or a nerd, we encourage all the family members to create their personalised user.

## Audiovisual interface

The professional voice actors made the content more accessible for kids by giving a personal voice to every monster. Now each creature can share one piece of oral health advice.



## Cherry on top!

Every adventure ends with a treasure. Your fortune is a brushing habit for life. But if that is not enough, your dentist will have a gift (Suukool toothpaste) to recognize your achievement.

# 14.4k

Kids onboarded

# 56.7%

Converted to daily users

# 4.23k

New habitual tooth brushers

# 216k

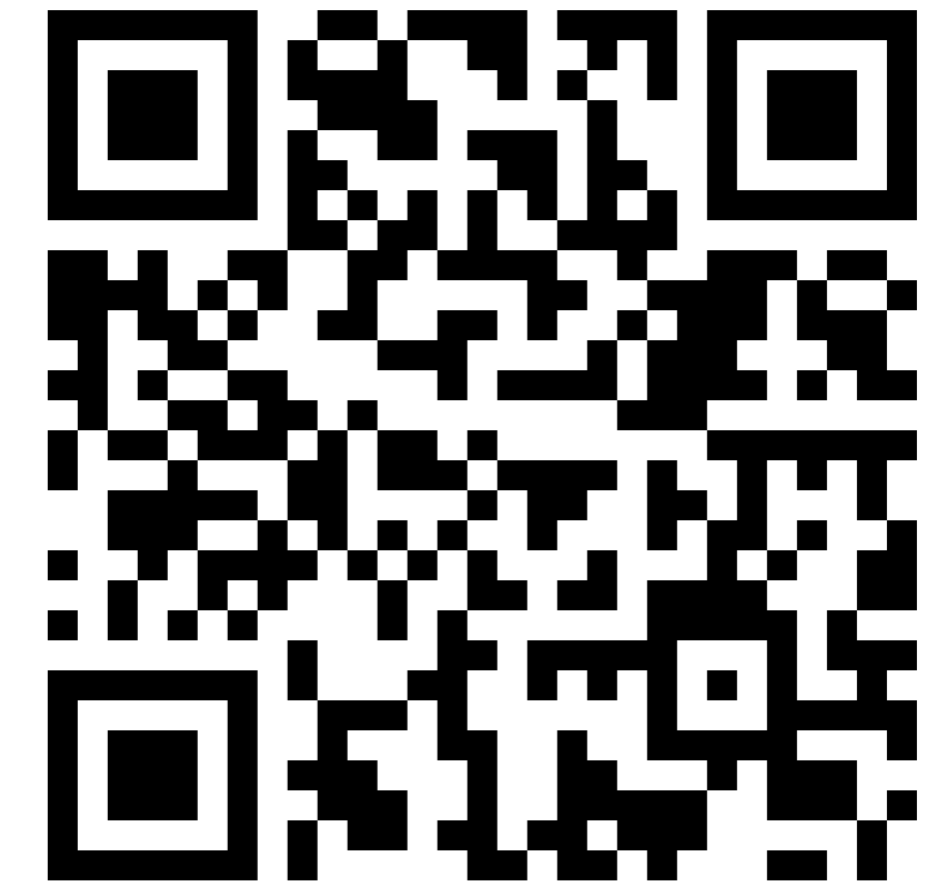
Monsters defeated



Toothbrushing used to be a daily struggle to get the kid to the bathroom. But now, our boy wakes us up with the phone in his hand, asking for assistance to brush his teeth.

Birgit, 4 year old Samuel's mom

Download the iOS app →



Download the Android app →

