

Reversing the Effects of Time?

Signal Campaign Presentation



**Reversing Time: A Storytelling-Based Oral
Care Campaign and Emotional Positioning**

**Submitted as part of the
scholarship application for the
Master's in Fashion Marketing,
Communication & Event
Planning at LCI Barcelona.**

Fatma Betül Mazi

SILA X SIGNAL

This Instagram Reels campaign takes viewers on a nostalgic journey.

With soft visuals and a minimal storytelling style, it connects the past with the clean, radiant smile of today.

This campaign was developed as a collaborative project by a creative and multidisciplinary team.

My contributions included concept development, messaging strategy, conceptional thinking for the visual-video and emotional storytelling direction.

Working with this team allowed us to create a campaign that was not only visually appealing but also emotionally resonant.

SILA X SIGNAL

To highlight Signal's whitening effect by creating an emotional time-travel narrative.

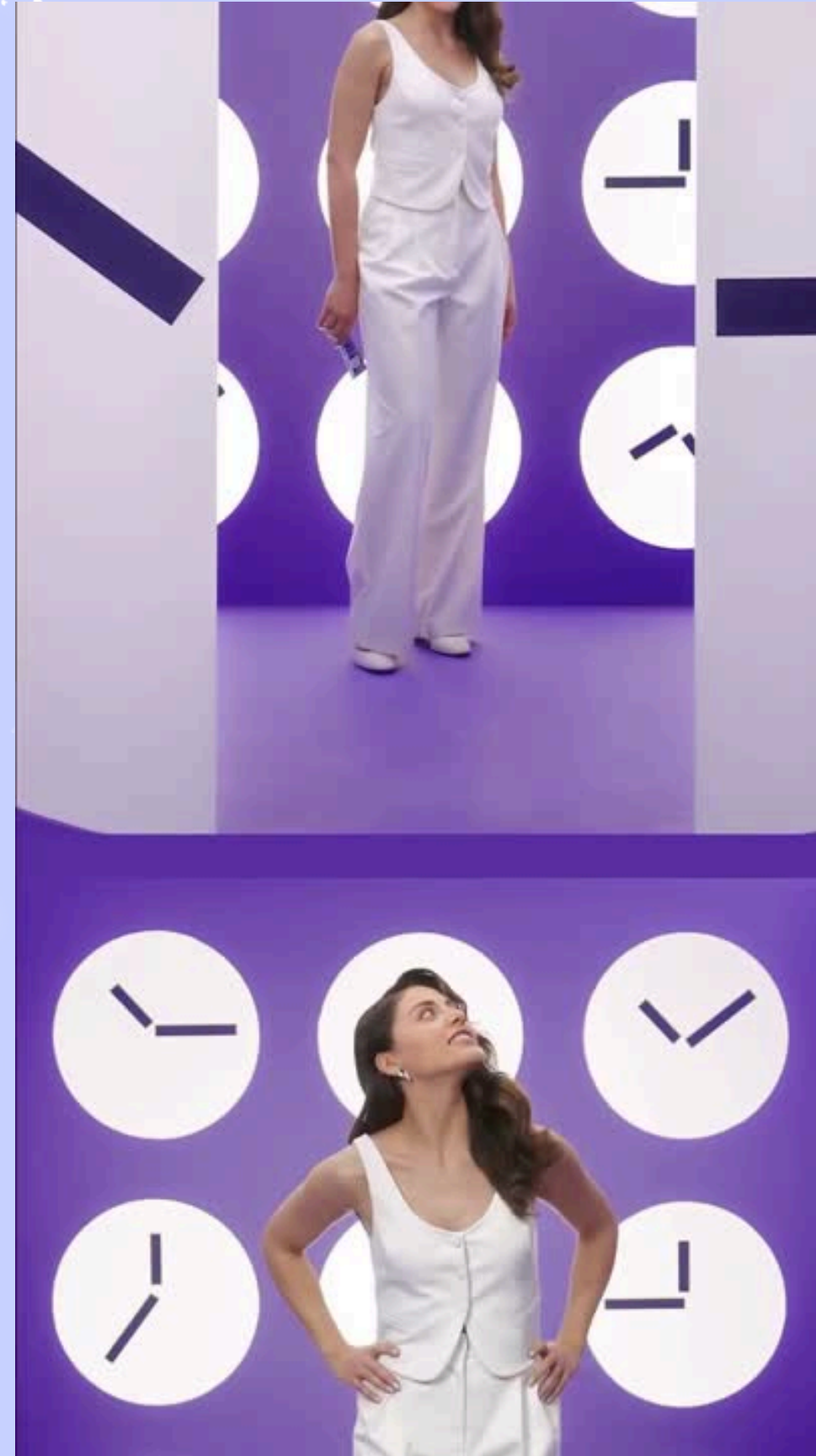
The goal is to clean not only the teeth but also the traces time leaves behind.

Signal is not just toothpaste.

It is a symbol of beauty, self-care, and confidence.

It brings brightness — physically and emotionally.

This campaign was originally developed and narrated in Turkish. The concept focuses on emotional storytelling, beauty, and memory, through the whitening power of Signal. It reflects my interest in the emotional and aesthetic dimensions of communication – even beyond the fashion industry.



Content Transcript in English

**-Reversing years of staining?
- It's possible with the new
Signal White Now Color**

Correct!

**-With @signalturkiye deliver an
instantly whiter smile – up to
3x brighter.**

-Reversing the effects of time!

**-New Signal White Now Color
Correct!**

[Link](#)

Thank You !