

# WPPED CREAM 2008

MEDIA | HIGHLY COMMENDED | MEC CHINA  
WRIGLEY'S | CONFIDENT TRANSFORMATION

## FRESH THINKING

We produced a TV reality show to create cultural resonance – and drive sales of Wrigley's gum.

## THE CHALLENGE

Although Wrigley's Doublemint is the leading breath-freshening product in China, the brand wanted to strengthen its position in areas where consumption is relatively low. Our challenge was to enhance consumer understanding of the role breath-freshening can play in work and social situations.

## OUR INSIGHT

In China, the maintenance of personal dignity – or 'face' – is very important. So it's essential to avoid embarrassing incidents in social or work situations, as this leads to loss of face. We recognized that fresh breath is a key factor when people are trying to make a favourable impression to maintain or improve their status.

## OUR SOLUTION

We created a weekly reality TV makeover show entitled Doublemint 17885, which phonetically means 'Doublemint together, helping me'. The series featured a panel of celebrity experts dispensing advice to participants on how to overcome personal anxieties in work and social situations. We optimized brand exposure by integrating product placement and consumption of Doublemint into the shows.

To support the show, we organized an integrated multimedia campaign that included in-store promotions in 77 cities, roadshows in 36 cities, a poster campaign and a dedicated microsite for people to upload their own self-improvement stories. There was also an online competition to find the best self-improvement story.

Our PR focused on explaining that the show's message echoed the government's drive to create a harmonious society through self-improvement. This resonated with the Chinese media, resulting in widespread coverage.

## THE RESULTS

- 35% sales increase
- Total TV audience of 40 million people
- 2 million unique online users
- 500,000 people attended promotional events