



TV helps EXTRA deliver jaw-dropping results.

Since its launch in 1987, EXTRA has turned the Australian chewing gum market upside down. The category, once made up entirely of sugar-based products, now has EXTRA as its market leading brand.

Despite this success, by the end of 2006 EXTRA needed a new strategy. In recent years growth had stalled and new brands were challenging for market share.

So the business objective for Wrigley's and DDB was simple: reignite growth for this flagship brand. The solution came through joining two clever pieces of thinking.

First of all, EXTRA realised they had to move on from Liz Smylie, their pH diagrams and purely rational advertising, without leaving behind its reasons to believe.

And secondly, instead of trying to attract new consumers, EXTRA's marketers decided to target current consumers by demonstrating the positive health benefits of chewing more often.

EXTRA dramatised these benefits by creating the 'Food Characters.' These tiny characters represent plaque that builds up from food residue in your mouth. EXTRA's role in the drama is to get rid of the food residue and the plaque after eating and drinking.

TV offered a reliable medium to reach EXTRA's diverse target audience. But it did more than just that. Through television, the big brand story was brought to life. The elements of the story were then echoed in other media.

According to Andrew Leakey, Marketing Director, Wrigley Pacific, "We are incredibly proud of this campaign. Since the launch we have not only met our objectives, we have gone well beyond that."

Just how far 'beyond' did EXTRA go? In 2008 versus 2006, EXTRA showed double-digit growth in units of product sold and spectacular double-digit sales growth overall.

For more information visit thinktv.com.au

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