

# Consumer Research: Excel Mints



Media Agency: MediaCom  
Creative Agency: BBDO Toronto  
Client: Mars Wrigley  
Year: 2017

To drive awareness and interest for new Excel Chewy mints, a larger-than-life transit shelter ad was placed near a top Canadian university, to reach a young millennial target. The giant chewed pencil built into the TSA highlighted the key messaging of "Mints Made For Chewers" and positioned Excel Chewy Mints as the perfect product for those who like to gnaw their pencil during class. The campaign was supported across OOH, Digital and Social to drive further reach, engagement and sales.

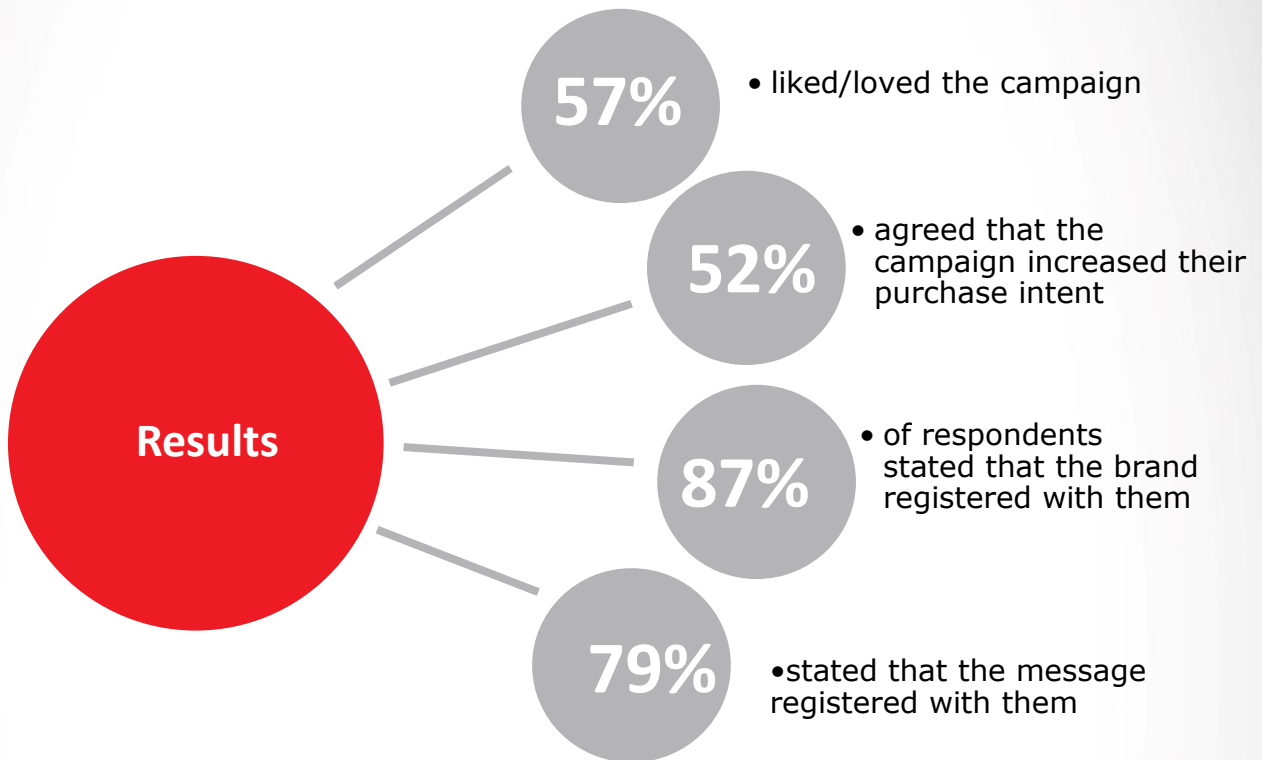


## Research Sample

- Toronto adults 18-39 who have purchased or consumed gum or mints in the past 6 months.

# Main Message Key Feedback

- A striking visual caught people's attention and drove awareness that Excel has 'chewy' mints.



## ▶ Consumer Comments on Main Message

*"Give up chewing on your pencil and switch to Excel gum."*

*"Looks like a mint but chews like gum."*

*"Mints for people who like to chew gum."*

*"Chewy breath mints"*

Source: BrandSpark Consumer Panel 2018