

Cassies 2006 Cases

Brand/Case: Trident Splash

Winner: Best Launch—Bronze

Client Credits: Cadbury Adams

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Crossover Notes: All winning cases contain lessons that cross over from one case to another. David Rutherford has been identifying these as Crossover Notes since Cassies 1997. The full set for Cassies 2006 can be downloaded from the Case Library section at www.cassies.ca

- Crossover Note 2. Brand Truths.
- Crossover Note 6. Should the product be improved?
- Crossover Note 9. Turnarounds.
- Crossover Note 16. When a campaign stumbles.
- Crossover Note 18. Keeping it Simple.

To see creative, go to the Case Library Index and click on the additional links beside the case.

EXECUTIVE SUMMARY

Business Results Period (Consecutive Months): June 2005 – June 2006
Start of Advertising/Communication Effort: August 1, 2005
Base Period for Comparison: n/a (new product launch)

Just when you thought there never was going to be an appropriate occasion to wear a tight Speedo, think again!

Trident Splash is the first pellet gum to contain a delicious liquid in the centre. It's a whole new taste experience – first a hit of flavour from the splash in the center; then a complementary flavour from the gum itself.

Splash launched in June 2005. The objective was a 4.7 % dollar share by December 31, 2005, and Trident Splash well exceeded this by hitting 6.1% (ACNielsen). Through the first 12 months, share is holding strong at 5.7%, and this has helped take the total Trident share from 19% prior to Splash to 23% in the most recent period. [Crossover Note 9](#).

SITUATION ANALYSIS

a) Overall Assessment

Trident had enjoyed good results but had fallen to third position in the gum category with a 19% share (ACN latest 52 weeks, ending June 11, 2005). When Trident launched over 30 years ago, it had a real point of difference, as the first sugar-free gum, and the first gum to be endorsed by the Canadian Dental Association. Over the years, though, this positioning lost its distinctiveness as 90% of the category shifted to sugar free.

Accordingly, Trident shifted its positioning to taste/flavour. This allowed it to focus on fruit flavours and milder mint varieties, but it was not enough of a competitive advantage. Although Trident launched new flavours with media support, the advertising changed with each variant, and it didn't especially connect with consumers. [Crossover Note 16](#). Competitors had just as many flavours, and they had more personality and edge. Trident was an old favourite, but it was suffering from a lack of interest and relevance. We had to re-ignite a famous but declining brand.

This required a breakthrough. Since the launch of the pellet format (vs. the softer slab) in the 90s, the only innovation in gum had been the introduction of new flavours. With Trident Splash, Cadbury Adams could revolutionize the DNA of gum, while launching two flavours—Strawberry with Kiwi and Vanilla with Mint. [Crossover Note 6](#).

b) Resulting Objectives

The immediate objective was to deliver a 4.7 % dollar share by December 31, 2005, with minimal cannibalization of the existing franchise. The budget was in line with those for significant packaged goods launches.

STRATEGY & INSIGHT

The challenge was to communicate the big news to consumers. Although Trident had consistently advertised, research showed that Trident had an under-developed emotional bond with consumers. It was a trusted friend, but it was a bit tired. [Crossover Note 2](#).

The target consumers are busy, active 30-year-old flavour seekers. They chew gum to change the flavour in their mouths, not to freshen their breath. They stop throughout the day to get a fresher taste in their mouth, and mentally recharge for the next task at hand.

We needed a high-impact way to get across the burst of flavour that comes from Trident Splash's liquid center.

EXECUTION

Given how big this innovation was, we needed a media plan equally big. Splash launched nationally with a 30 second television commercial called “Bus Stop” on August 1, 2005, and it ran through May 1, 2006. We also had Out of Home, Cinema, 10-second creative for subway platform TV screens, Elevator advertising, Washroom posters, a GO-transit wrap, 10-second television billboards for closed captioning, and a giant 3-D billboard in downtown Toronto.

Creatively, the idea was to Experience the Splash, literally. [Crossover Note 18](#).

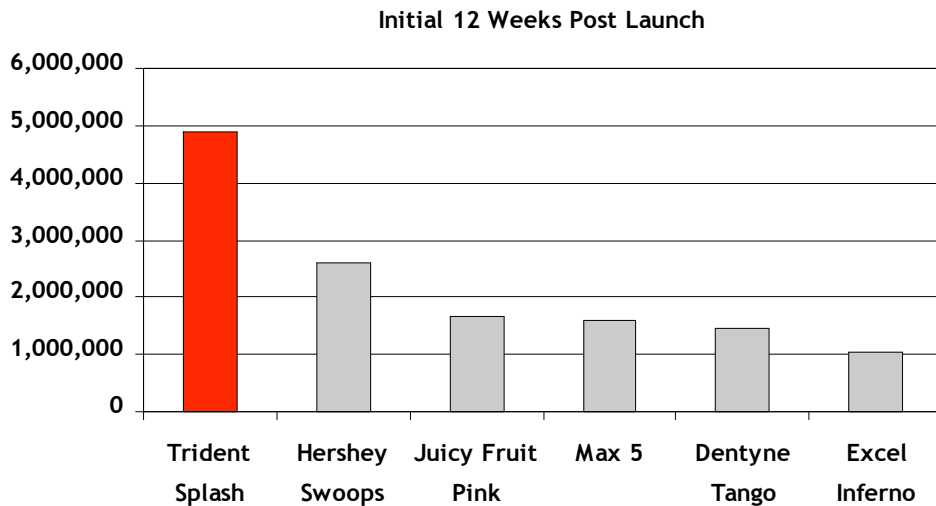
In “Bus Stop” our hero Splashman, in a “Speedo” bathing suit, strides towards a bus stop. People look at him strangely. Just as he pops a piece of Trident Splash in his mouth, an enormous wave of water comes from nowhere to soak him—and everyone else! The wave shorts out a laptop and washes a man’s toupee off his head. But Splashman - totally refreshed - just shakes the water from his hair and smiles.

While the TV focused on the splash, OOH was about the duality of the flavours. All executions featured either Vanilla with Mint or Strawberry with Kiwi, with copy such as “Juiciest couple of the year,” “Pick up something juicy tonight,” “A flavour match made in gum heaven,” and “A Splash of flavour in every bite.”

BUSINESS RESULTS

Splash delivered a 6.1% dollar share by December 05—against a 4.7% objective—and held strong at an average 5.7% for the full launch year. The overall brand also grew from a 19% share to 23% (i.e. there was very little cannibalization). This helped jump Trident from the #3 spot in the category to #2.

Notably, Trident Splash was also the biggest confectionery launch in 2005, according to ACNielsen:



CAUSE AND EFFECT BETWEEN ADVERTISING AND RESULTS

In Millward Brown Link testing “Bus Stop” achieved very strong results.

- Above norm for branding of Trident Splash amongst our target (48 vs. 36)
- Enjoyment well above norm (61 vs. 36)
- Awareness Index score well above norm (12 vs. 5)
- Persuasion score well above norm (42 vs. 23)
- Intended communication (delivers an extra burst of flavour) above norm (82 vs. 70)
- Juicy liquid centre above norm (80 vs. 70)

Initial tracking results for “Bus Stop” were very strong (Source: Ipsos Q4 2005 tracking)

	Actual	Ipsos Norms (1100 GRPs)
Aided awareness	68	54
Trial	31	21
Purchase Intent	46	33

Pricing was not a factor. In fact, the brand launched at \$1.19 versus the typical market price of \$0.99. The launch budget was significant, but not out of line with packaged goods launches.

Sales also correlate generally with ad activity. TV ran from Aug 1 – Nov 20, 2005 and picked up again for Feb 20 – Apr 30, 2006. Other media ran at various times through the year, as indicated below.

Period (4 Wks Ending)	\$ Share	\$ Volume Consumption	Medium
July 5	1.7	\$523,805	In store launch
August 6	5.7	\$1,824,582	
September 3	7.0	\$2,348,379	TV, cinema, OOH, Go Wrap, washroom posters, elevator advertising & :10 billboards
October 1	7.1	\$2,229,443	TV, cinema, OOH, Go Wrap, washroom posters, elevator advertising, subway platform :10 billboards & :10 TV billboards
October 29	6.8	\$2,126,597	TV, Go transit wrap, washroom posters, elevator advertising, subway platform :10 billboards & :10 billboards
November 26	6.5	\$1,954,945	TV, washroom posters, elevator advertising & :10 billboards
December 24	6.1	\$1,961,582	Elevator Advertising
January 21, 2006	6.2	\$1,633,908	Subway platform :10 billboards & OOH
February 18	5.4	\$1,652,450	OOH & Subway platform :10 billboards & washroom posters
March 18	5.6	\$1,722,961	TV, OOH & washroom posters
April 15	5.4	\$1,759,259	TV & washroom posters
May 13	5.2	\$1,747,793	
June	5.0	\$1,663,840	

Source: ACNilesen MarketTrack, National All Channel

Finally, the success of the launch has prompted competitors to develop their own centre filled gum and in 2006 we are rolling out a new iteration of the launch campaign.