

**WRIGLEY'S**  
**Extra**<sup>®</sup>  
 SUGARFREE CHEWING GUM



**THE MARKET**

Chewing gum has been one of the fastest growing consumer goods categories in Australia. Chewing gum accounts for 20 per cent of all non-chocolate confectionery sales in Australia with a total value of approximately \$180 million each year. The majority of gum sales are impulse purchases with the heaviest consumers in the 15-30 year age group.

The market is structured into sugar and sugarfree products and into single and multipack purchases. Consumer benefits are segmented into Fresh Breath, Taste, Dental Care and Kids.

Wrigley is the largest player in the chewing gum market, with market leadership across all segments.

**ACHIEVEMENTS**

EXTRA gum was the first sugarfree gum launched by Wrigley and was introduced in 1984 in the US.

During the 'seventies, the growth of modified products led to the rise of artificial sweeteners to replace the sugars in many food products. However despite sugar's poor image and declining consumption, the sugarfree gum category failed to develop.

In 1987 the State Health Authorities allowed the use of Nutrasweet as a sugar substitute. In the same year, EXTRA gum was launched in Australia – the first chewing gum to contain Nutrasweet.

EXTRA gum is now the most recognised chewing gum brand on the Australian market and the biggest non-chocolate confectionery brand in the country.

At launch, Wrigley forecast, "the launch of EXTRA sugarfree gum has potential to achieve over 9 per cent of the total chewing gum market and this would be done in year three of marketing". This target was achieved after only four months of television advertising and within only two years of its launch, EXTRA gum had become the largest selling chewing gum brand on the market. The success of EXTRA gum's launch resulted in an impressive growth in the overall chewing gum market by 40 per cent in just four years.

By 1992, EXTRA gum's sales volume had grown by 50 per cent, growing the total chewing gum market by 15 per cent. By the end of this year, EXTRA gum was selling as much as all brands of sugar chewing gums combined.

EXTRA gum's Nutrasweet formulation initially positioned it as a unique product at its launch. Subsequent launches of competing Nutrasweet formulations failed to establish any real franchise. While the awareness of EXTRA gum's advertising grew significantly year on year, its positioning



shifted from an emphasis on the "sugarfree" message to the benefit of its "longlasting flavour". This shift in positioning was fundamental to establishing EXTRA gum as a mainstream brand of chewing gum and not just a niche sugarfree product. The results of the campaign were outstanding and the campaign won an effectiveness award by the Advertising Federation of Australia in 1992.

While the 'sugarfree' and 'longlasting flavour' benefits of EXTRA gum proved highly motivating to its target audience, a new initiative was introduced for the brand in 1989: the now-familiar dental care initiative. This benefit platform is based on research that shows the act of chewing gum dramatically stimulates the flow of saliva to neutralise plaque acid build up on teeth.



Wrigley Building, Chicago - Michigan Avenue

The aim of the creative strategy supporting the Dental Care platform was to increase usage of chewing gum by changing social attitudes towards the category, that is, to inform the audience of the benefits of the chewing action and salivary stimulation. This was achieved by targeting two key audiences: the dental community and consumers.

The campaign, comprising speakers at dental conventions, press advertising, direct mail and television advertising, proved successful.

The number of dentists associating dental benefits with chewing gum increased significantly from only 20 per cent in 1988 to 85 per cent in 1992.

Consumer reactions to the advertising were also favourable, with results showing they found it informative, interesting and most importantly, believable with 55 per cent of gum consumers identifying a key category need as 'helping to prevent tooth decay'. The World Dental Federation endorsed the chewing of EXTRA sugarfree gum, with the endorsement subsequently featured in advertising.

### HISTORY

Modern chewing gum began in the late 1860s when chicle, a substance from the latex of the sapodilla tree, was brought to the United States and used as a chewing gum ingredient. By the early 1900s, with improved methods of manufacturing, packaging and marketing, chewing gum was well on its way to its current popularity.

William Wrigley Jr. arrived in Chicago in 1891. He was 29 years old with unlimited energy and great talent as a salesman. He started out selling soap. As an incentive to merchants to carry Wrigley's soap, he offered them free baking powder. When baking powder proved to be more popular than soap, he switched to the baking powder business. One day, Mr. Wrigley had the idea to offer merchants free chewing gum as an incentive to carry Wrigley's baking powder. Before too long he had switched again, to the chewing gum business, launching Wrigley's oldest brand, Juicy Fruit, in 1893.

The first factory established outside North America was in Australia where a small factory was set up in Melbourne in 1915. In 1919 the factory was moved to Rosebery, Sydney and again to a larger factory in 1958 at Asquith, Sydney where it continues today to produce quality Wrigley chewing gums.

### THE PRODUCT

Wrigley's EXTRA sugarfree products deliver a wide range of great tasting confectionery that are good for teeth. EXTRA products help keep teeth clean, white and strong and are highly regarded for their great taste and long-lasting flavours. Whilst the EXTRA brand has been known as a chewing gum brand, the brand has successfully extended into sugarfree Drops.

EXTRA sugarfree chewing gum



Alisa has proved to be a huge success for the brand. Her personality and her great smile reinforce the comprehension of the dental benefits.

### PROMOTION

EXTRA gum was launched with advertising support featuring Wimbledon champion Liz Smylie, comprising a total of four TV executions between 1987 and 1992. Liz Smylie was a personality with a perfect match to a female-skew target audience concerned with weight, appearance and health. She correlated with the personality of the brand; healthy, wholesome, confident and contemporary. What's more, she has a great smile!

In the six years from 1987 to 1992 Wrigley invested approximately \$7 million in advertising the EXTRA brand, and by 1991 the brand had grown to 35 per cent of the total chewing gum market.

The Liz Smylie campaign was highly successful in generating awareness of the brand, and registering the brand's positioning.

From 1992 television advertising for the EXTRA brand shifted focus to the Dental Care message. Using the now well-known graphic representation of a pH curve, the

communication illustrates how chewing EXTRA helps neutralise plaque acids after eating to care for teeth.

### BRAND VALUES

The core 'EXTRA' brand values are encapsulated in the statement 'EXTRA. Care for Healthy Teeth'. EXTRA products, in all forms, have dental care central to its promise. The entire range is sugarfree and the action of saliva stimulation acts not only to balance plaque acids and thus help to prevent cavities, but remineralisation actually strengthens teeth too. So whichever variety of EXTRA products you choose, you can be sure it's taking care of your teeth.

is available in pellets and tabs, singles and multipacks in a range of flavours including Spearmint, Peppermint, Sweet Mint, Peach and two children's variants: Classic Bubblegum and Berry.

EXTRA sugarfree Drops are a refreshing tasting sweet that are good for teeth. They are available in a flip-top box in three flavours; Wild Berry, Wild Mint and Lemon. EXTRA Drops contain no sugar so they are the low guilt alternative to traditional sweets.



### RECENT DEVELOPMENTS

In late 2002 Wrigley felt it was time for a new 'brand presenter' for the EXTRA brand and Olympic Gold Medalist aerial-skier Alisa Camplin was the perfect fit. Alisa displays well-suited qualities for the brand - as a wholesome, healthy, friendly, fresh athlete.

The Alisa Camplin campaign began in 2003 with a television commercial for the EXTRA brand. Proving a success, Alisa's role as the face of EXTRA products was quickly extended across the range to EXTRA White and EXTRA for Kids in 2003 and for EXTRA Professional and EXTRA Drops in 2004.



### THINGS YOU DIDN'T KNOW ABOUT GUM

- The Ancient Greeks chewed resin from the bark of the mastic tree.
- Modern gum was developed in the US in the 1800s when two brothers, Henry and Frank Fleeer, experimented with chicle, the sticky substance found in the sapodilla tree. Henry called his invention chiclets, while Frank produced his Blibber Blubber Bubble Gum.
- To grow all the mint Wrigley needs for its mint-flavoured gums would take more than 30,000 football fields.
- Researchers have found that the act of chewing improves short and long-term memory by up to 35 per cent.
- Americans chew more gum per capita than anyone else - more than 170 sticks of gum each per year.
- The EXTRA brand has grown to become the largest non-chocolate confectionery brand in Australia.