

the digital race is no
substitute for the
human race...

Dentyne revives the importance of
face to face connections
in a digital world.



hi there

We're here to tell you about
how we came up with a strategic idea
for Dentyne - focused around the importance of
connecting face to face.

Ironically, in a world where we can
submit award applications with the click of a mouse,
we can't stay true to our strategy and be there in person -
so we will have to settle for the pages that follow
to tell our story.



summary

In a world where young adults are digitally connected, but becoming humanly disconnected, Dentyne's strategy was to remind our target of the value of the face to face connection. To rouse them to get offline for a bit and get back to interacting in person more often. After all, breath matters most when you are face to face and because those types of connections are fewer and farther between, Dentyne, as a breath freshening gum brand, seized the opportunity to champion them.

The strategy...

Is **Simple**

Gives a **deeper meaning** to gum which is an unexpected leap in a very functional category

Leverages a **unique** insight that has not been used before in this way

Is **relevant** to Gen Y (our target) who consider technology a major part of their socializing

Is **timely** - the explosion of social networking makes maintaining relationships online even easier

Just makes sense - it encourages occasions where gum plays a critical role

And the **powerful creative** that resulted from the strategy ironically leveraged technology and its associations
to reconnect the humanly disconnected

Both the strategy and the creative **sparked a cultural dialogue** among the target and the buzz continues

our challenge

- 1) Get people to look at the Dentyne brand **in a new light**
- 2) Create an **emotional connection** with consumers in a traditionally **functional** category
- 3) **Stem** Dentyne's volume decline



situation

Between the years of 2006 and 2008, Dentyne went **from leader to follower**, its share virtually cut in half.

Why?

In a category where brands live and die by **new news** and **badge value**, Dentyne had neither.

- Any innovation Dentyne had in the pipeline was far, far away.
- Our brand communication centered around “boy meets girl” had lost its relevance and had become very predictable.
- The brand wasn’t surprising our Gen Y target anymore.



situation

Our competition, on the other hand, had both

✓ **Orbit** introduced two to three new flavors a year and its innovation was the main driver for the brand becoming the top brand of choice among our target

✓ **Wrigley 5's** new packaging innovation reinvigorated the stick form and created buzz among teens and young 20 somethings



situation

Our reality was we needed **immediate change** to stem our decline and could not wait for innovation as the platform to revitalize the brand.

...we had to **reinvent** the brand without any product **invention**.



situation

Dentyne's equity has always been in **"connections"** so we looked to build on that in a **new way** that would **resonate deeply** with our core audience (18-34 year olds).

However, we wanted to leverage an insight that was **timely, talk worthy,** and more **unpredictable** than consumers had come to expect from the Dentyne brand. It was clear we couldn't continue to use "the gum that gives you confidence to get the girl" strategy.

our insight

The following is a slideshow that brings our
strategic insight to life.

When it was presented, it solidified the strategic idea in the minds of the entire Dentyne team internally and externally and
created inspiration
for the creative team.

Judging by the definitive
shift in the room
each time it was presented,
we knew we were onto something...

we email



we text



we im



...average of 35 people

we network

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background. The logo is centered and has a subtle reflection effect below it.

facebook

there's so much
we say...

...but so much is
left unsaid



always
connected...

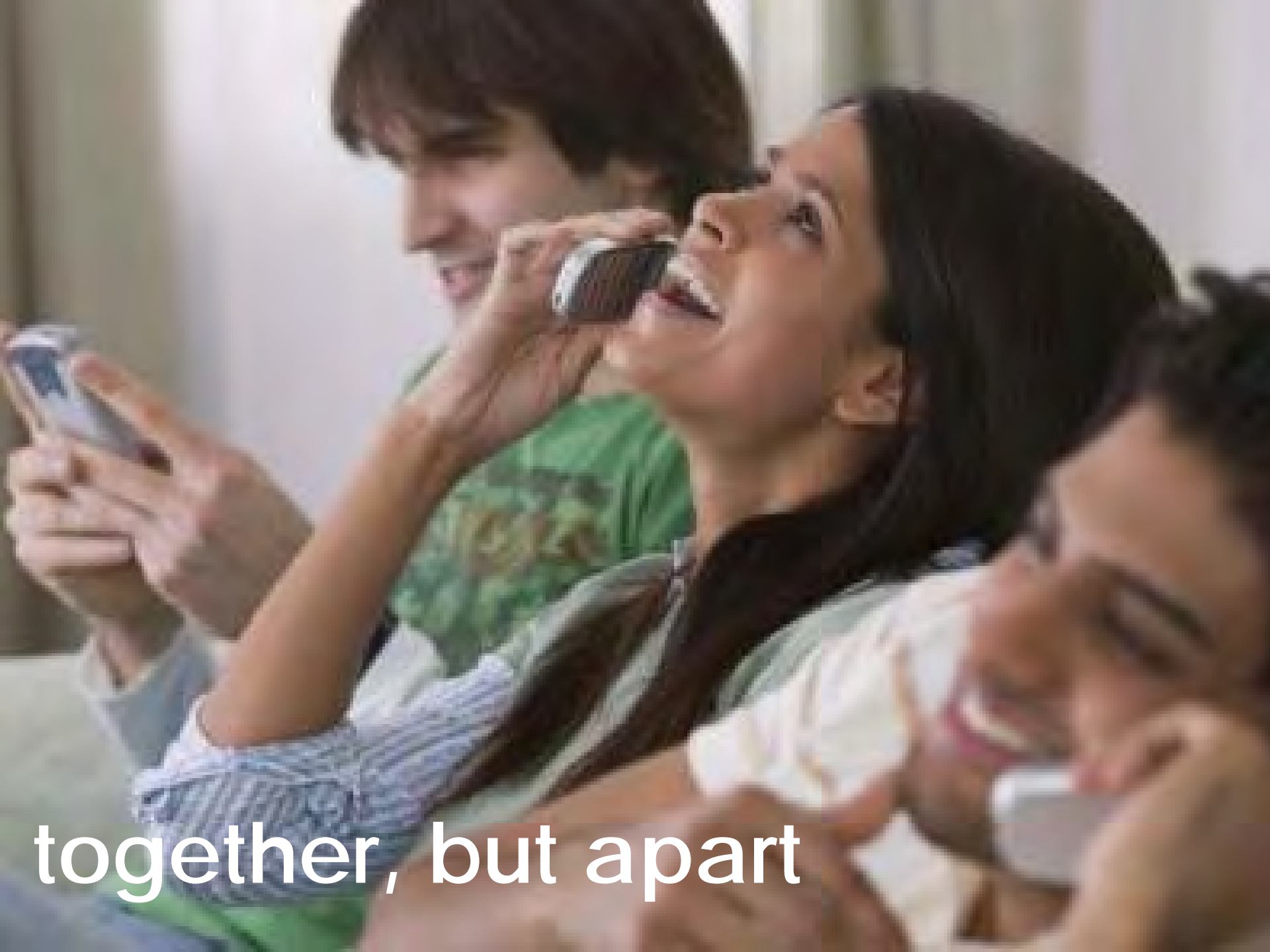


but we FEEL
disconnected...

always in touch...



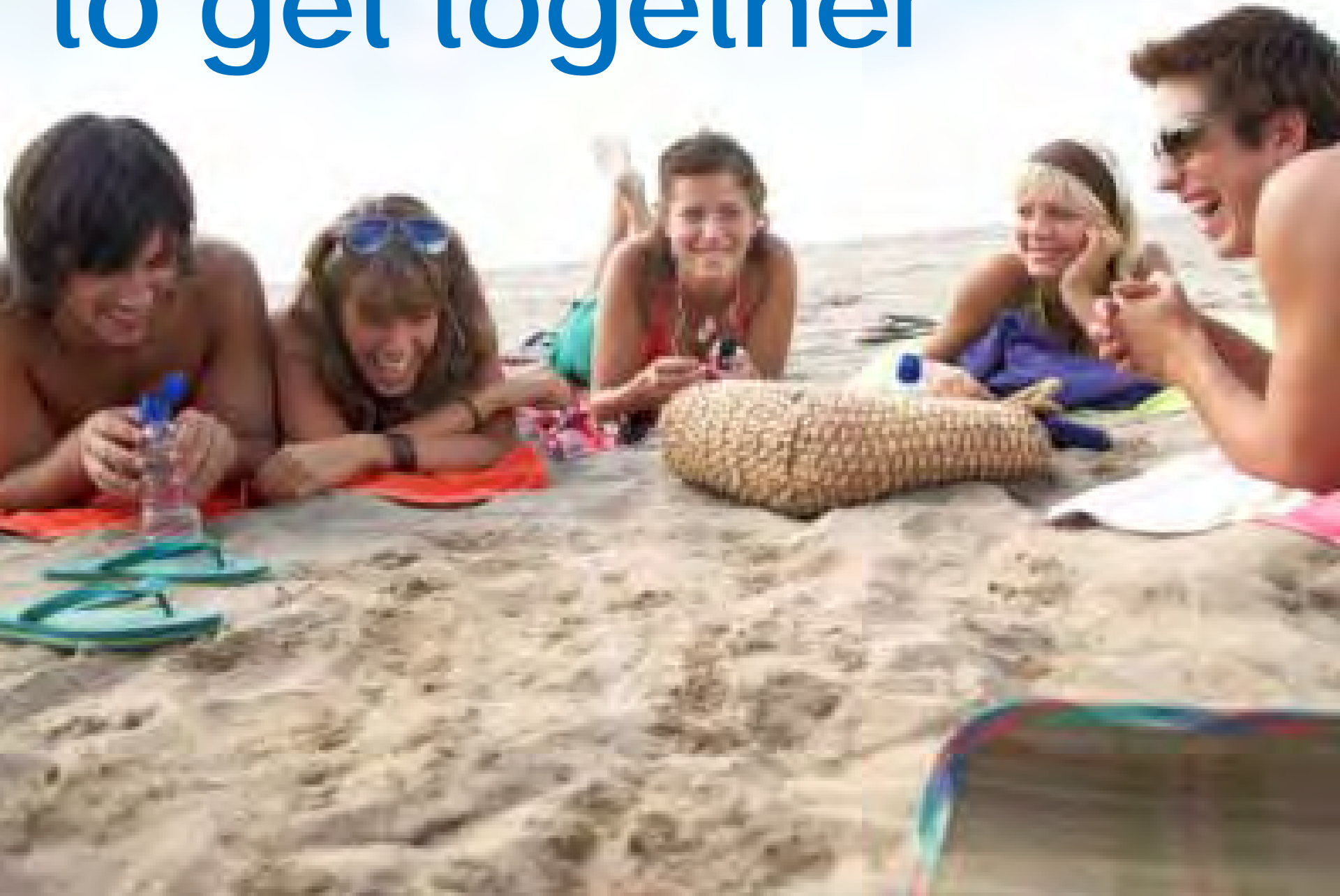
but seldom
touching...



together, but apart

**it's time to get back
to the basics**

to get together





to get closer



to get face to face



Face to face...
it's a powerful
thing...

If we were never face to face
life would be...

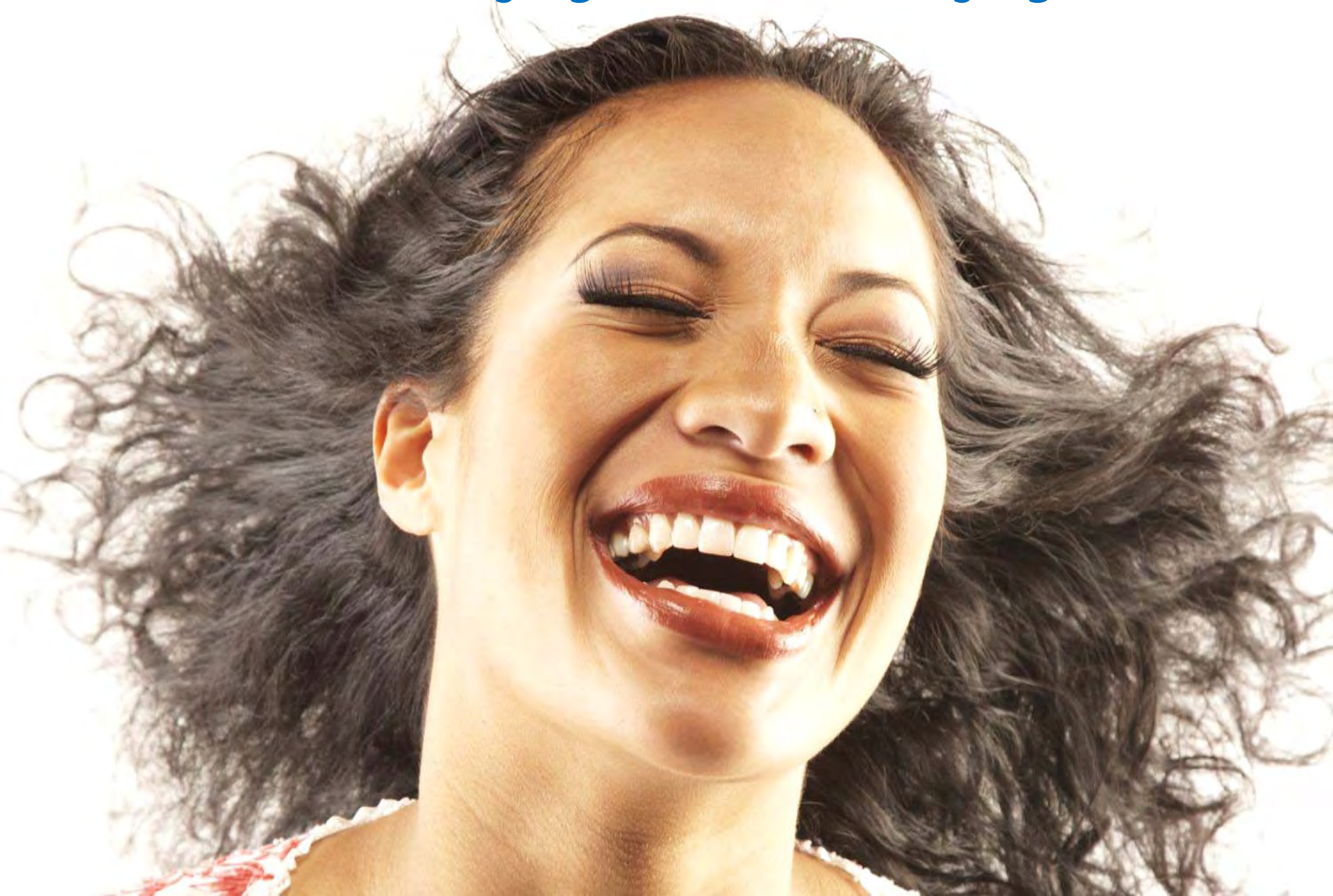


well...
somewhat
lifeless

**If we weren't face to face,
could we kiss?**



could her joy make us joyful?



could we feel the wind in her face?





could her laugh make us laugh?



**could we read
her heart
racing?**

could we tingle
with his desire?



When we aren't face to face...

our words are softer

our emotions muted

our feelings are fainter

our desires are duller

and kisses are just intentions



Yeah.

So why does
this matter
for Dentyne?



Because when does
breath matter?



not over email

or when we txt

not over the wires

or when we chat





Breath matters when
we're face to face

The big idea

“It’s better face to face with Dentyne”

Dentyne would become the champion of face to face connections.

The brand would inspire people to connect in-person more often by reminding them of the benefits of interacting live versus through technology and by supplying them with the fresh breath to do so.



The big idea

After several rounds of creative work and a range of tonality explorations, we were 8 people in a small conference room when the creative team presented the work and a smile emerged on everyone's faces.

And the "Make Face Time" campaign was born



"make face time"

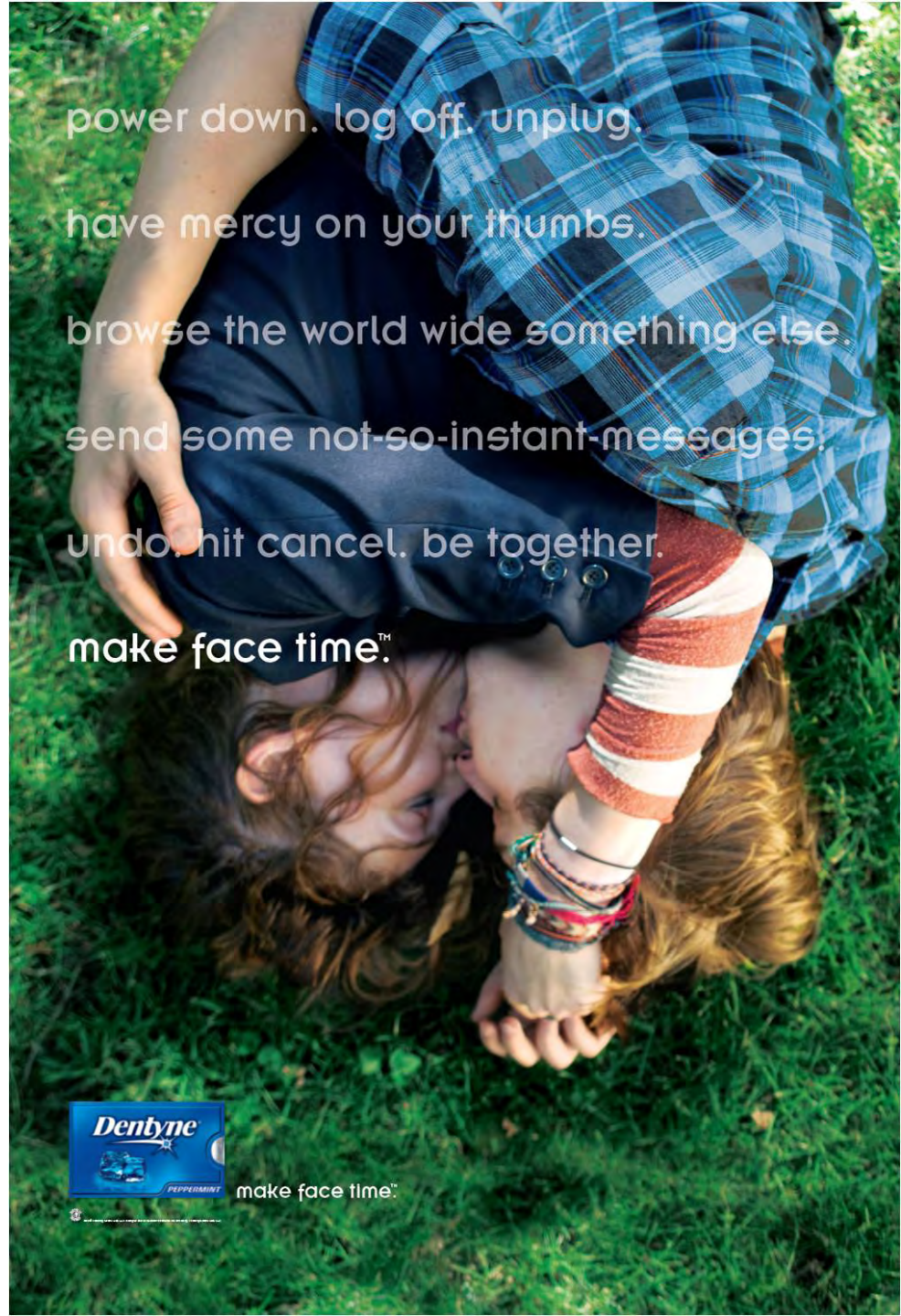
Integrated communication plan

- Television
- Out-of-home
- Digital advertising
- Website
- Digital short film
- Promotions
- Events

power down. log off. unplug.
have mercy on your thumbs.
browse the world wide something else.
send some not-so-instant-messages.
undo. hit cancel. be together.
make face time.™



make face time.™



“make face time”

“Make face time” juxtaposes digital terminology with moments of human (face to face) connection to remind consumers of the benefits of face to face connection and motivate them to make face time with people close to them. **Our biggest challenge was to promote face to face connections without demonizing technology – the lifeblood of our target**

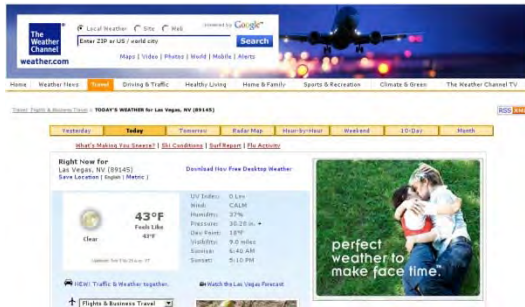
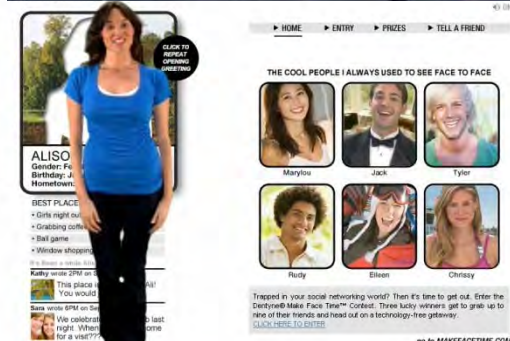
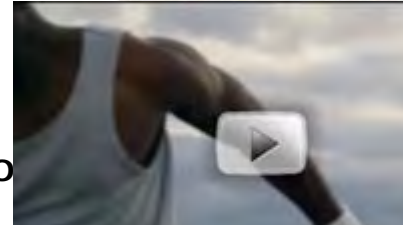


The support

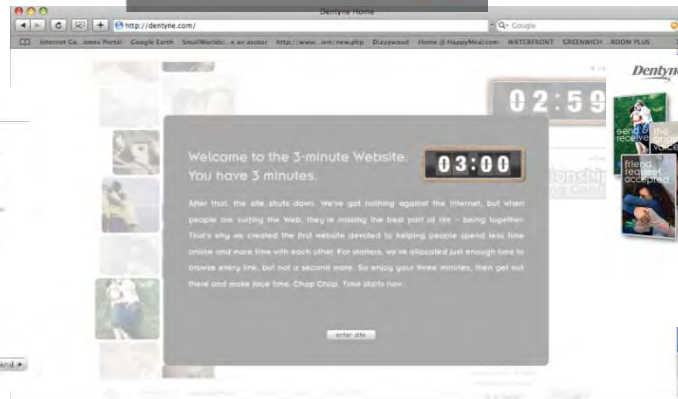
Inspiring at the right moment

In creating the communication plan with our partners, the principles most important to us were

- 1) The idea had to be integrated throughout the marketing mix
- 2) Any out-of-home media touch points had to be either in places where consumers are usually consumed with technology and **missing opportunities to connect face to face** or in places where they **are likely to be connecting face to face**
- 3) Online communication should encourage offline interaction



smiley chamber of doom



The support

The communication plan details

“Make face time” television

:15 and :30

“Make face time” out-of-home

Placed in airports, subways, on buses and near social gathering places like bars and coffee shops - all places where people were making face time or on their way to

“Make face time” digital media

Placed on social gathering sites like AIM, break.com, MSN chatrooms, circleoffriends.com, evite.com and on more frequently visited sites like weather.com, these online ads encouraged consumers to get offline and make face time with the friends they were chatting with at that moment



The support

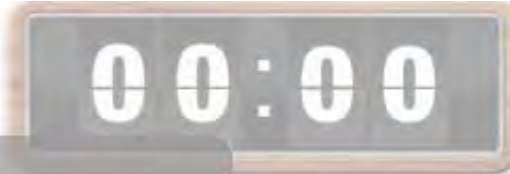
The 3 minute website

Staying true to our strategy of encouraging people to make more face time, we used our website as a vehicle to drive consumers offline to meet face to face.

Dentyne.com shuts down after 3 minutes to encourage consumers to get offline and make some face time. Once you access it for your 3 minutes, you are not allowed to access the site for 24 hours.

Some of the content includes:

- Face time finder where you can enter your location and receive a list of great places to meet up with people for some face time in your area
- Send a face time request when you can invite a friend to join you for some face time
- Smiley chamber of doom where you can destroy emoticons (a pathetic attempt to replace real human beings)



Welcome to the 3-minute Website.
You have 3 minutes.



the support

“Blog Smog” Digital short film

At launch, we saw that bloggers were a key part of the buzz we were getting about the campaign. We wanted to provide them with a new reason to talk about the brand leveraging an insight that spoke directly to them. We created a digital film distributed to key influential sites among the blogging community explaining the phenomenon that occurs from blogging all day with your mouth closed called “Blog Smog”.

“Make face time” Promotions and Events

Dentyne relationship playwriting contest

- Partnered with the Manhattan Theatre Club to create a contest where aspiring playwrights could enter short plays about sustaining personal relationships in the age of technology
- Dentyne then hosted a live event where the winning plays were performed

Make face time getaway contest

- Online contest where consumers entered to win a trip to spend some quality face time with up to nine friends at the location of their choice

Results

We **achieved** our marketing objectives with the “Make Face Time” idea

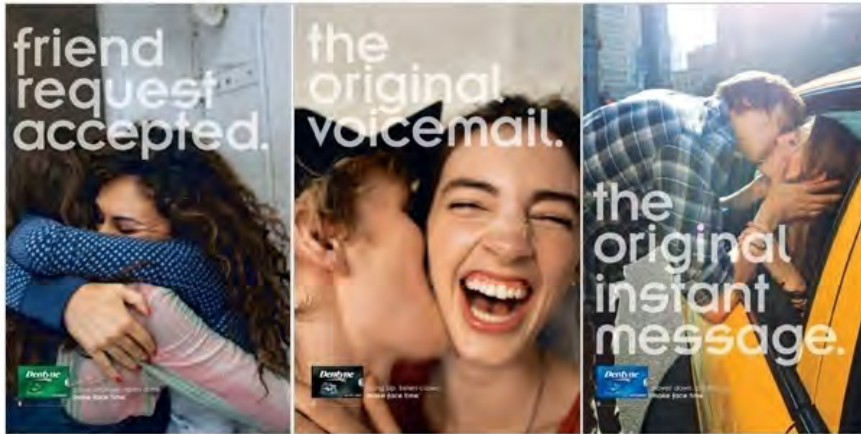
People were now **talking** about the Dentyne brand in a **new way** and connecting with the brand **on an emotional level...**



let the buzz begin...

ADVERTISING

Get Off the Internet, and Chew Some Gum



Print advertisements for the new Dentyne campaign, called "Make face time." By borrowing phrases from the realm of electronic communication, the campaign is trying to question whether new technologies are bringing people closer together.

By CLAIRE CAIN MILLER

Published: September 24, 2008

BORED subway riders and air travelers in major American cities might have noticed — right around the time they were itching to get back on an Internet connection — a series of ads encouraging them to “power down, log off, unplug ... make face time.”

Dentyne ads have always pictured romantic couples, in which the guy gets the girl thanks to his minty fresh breath. Chewing gum ads have traditionally trumpeted the practical benefits of gum, like fresh breath or healthy teeth.

The new ads break from those traditions. The message is emotional instead of functional, Ms. Barenholtz said, and appeals to a broad range of people looking to connect with family or friends, not just lovers.

“It is time for Dentyne to up its game and own a credible and meaningful message,” she said.

The New York Times

let the buzz begin...

 Home » Business » U.S. Business » Ads of the Weird

ADS OF THE WEIRD THE MYSTERIOUS WORLD

Web MSNBC Ad Blog

DENTYNE GETS IN YOUR FACE

Posted: Monday, October 06, 2008 4:00 PM by Allison Linn
Filed Under: Food and drink

In this era of instant electronic communication, do you really ever actually need to talk with, much less actually see, your friends? Isn't it much easier just to text them, trade voice mails or check their status updates on Facebook?

Dentyne takes that attitude to task in a new series of print and television ads that poke fun at technology terms by showing their real-person equivalent.

Two friends whispering to each other? That's "voicemail"

ABOUT ADS OF THE WEIRD
With Ads of the Weird, MSNBC.com takes a look at some of the oddest, most eye-catching, controversial and just plain interesting advertising out there today. Primary writer Allison Linn covers the retail and advertising industries for MSNBC.com. The Ads of the Weird team is always interested in hearing what ads have caught your attention, whether it's online, on television or in print.

That ad is awesome, I grew up in the 80's, 90's using computers all the time, I didn't get out much. I wish someone would have pushed me to do so. I HATE commercials, In fact I bitch at the commercials I have to watch on MSNBC just to get the news. But this, this is great. I have always been one to not let commercials work on me. Maybe, just maybe I'll get dentyne the next time I want gum. GJ guys :)

Thomas (Sent Wednesday, October 08, 2008 10:30 PM)

I love the ad messages and the placements I have seen on the NYC subway and at LaGuardia Airport - brilliant places for this message, with all the people around. Dentyne anyone?

Sarah, New York (Sent Thursday, October 09, 2008 8:00 PM)

let the buzz begin...

FAST COMPANY

RSS NEWSLETTERS VIDEO

Google™ Custom Search SEARCH

HOME INNOVATION TECHNOLOGY LEADERSHIP MANAGEMENT CAREERS DESIGN SOCIAL RES

Log Off, Latch On, Make Facetime: Dentyne's New Campaign Turns Heads

By: Saabira Chaudhuri Thu Oct 9, 2008 at 6:17 PM

Attractive, twenty-somethings canoodling and exchanging minty kisses. Friends locked in tight embrace. Dentyne's provocative new ad campaign is hard to miss.

If you've taken the subway, been to an airport or passed by a few billboards lately, you've probably noticed Dentyne's latest ad campaign, which launched mid-August of this year. It's hard to miss.

Attractive, twenty-something couples canoodling -- on the grass, out of taxis, exchanging minty kisses (and fresh breath). Friends locked in tight embrace or comfortably piled on a small couch, like a close-knit litter of puppies. Captions that incorporate online phraseology: The Original Voicemail (power down, pucker up, make face time), The Original Instant Message (hang up, listen close, make face time), Friend Request Accepted (close browser, open arms, make facetime), Send and Receive (log off, latch on, make face time.)

Make Face Time

The message is simple and strong: make time for the real world; make time to disconnect. Turn off your computers, shut down your cell phones and make the time to meet people in person.

Let the buzz begin...

Millennial Marketing

Keeping up an Gen Y trends and the 40+ ways brand marketers can use to reach them. By Carol Phillips, President, Brand Amplific, LLC and University of Notre Dame Marketing Instructor

2.27.2009
Dentyne's 'Face Time' Campaign a Winner with Millennials

Dentyne make face time
★★★★★

I love Dentyne's campaign "Face Time" campaign. It leverages the current obsession with Facebook and virtual hanging to make a point about the importance of face-to-face encounters. First launched in October, the campaign includes TV, a web site and remarkably, no HD Facebook group or application I could find. In fact the web site only gives you 3 minutes to find what you want and get out.

Last night, a new "Face Time" commercial on The Colbert Report caught my attention. It features a charming couple who can't stop laughing. Adorable. And it makes the point: hanging is fun, do it more often (with Dentyne). I can't find the new spot on YouTube yet.

Carol Phillips
Carol Phillips, brand Amplific, and-marketing professor, University of Notre Dame.

View my complete profile:
 LinkedIn Profile
 University of Notre Dame Faculty Profile
 Brand Amplific, LLC Profile

My POWER150

Subscribe To
 My Profile
 My Location

More on Millennials
 The Millennial Handbook (PDF)
 What Approach to Millennials? 10 Brands That Get It Right (PDF)
 The Millennial Menu of Social Media: Why Should I be Your Friend? (PDF)
 Using Social Media to Connect With the Most Connected Generation (PDF)

Ask a Millennial

A commentary on interesting and high-profile advertising, marketing and public relations campaigns from the perspective of a Millennial.

Dentyne's "Make Face Time" Campaign
 I am absolutely crazy about the most recent Dentyne campaign.

About Me
 Adrienne Wanko
 View my complete profile

What is a Millennial?
 The Millennial generation, also known as Generation Y, is the generation born between the years 1982 and 2002, roughly.

Step 1: Ask Me
 Ask Me (18)
 Ask Me (1)
 Ask Me (1)
 Ask Me (1)
 Ask Me (1)
 Ask Me (1)

Step 2: Ask Me
 Ask Me (18)
 Ask Me (1)
 Ask Me (1)
 Ask Me (1)
 Ask Me (1)

Subscribe To
 My Profile
 My Location

Continue Reading

It is fun, warm, unique and targets Millennials without being patronizing. I think the essential goodness of this campaign comes from its genuine nature. It doesn't seem to ostracize any one specific group, which tends to happen more often than not when a campaign is online-themed (I'm thinking of ads that use Myspace - of which I am not a fan). I imagine it will resonate equally with two completely opposite groups of people - those who spend a lot of time online, and those who hardly use the web at all. But don't get me

NIECEE

Network. Interact. Connect.

Dentyne Gum Campaign
 Director: Susan Smith, Theodor

Home Lane Hall
 Permanent space announced for Sale Day & 10% Guarantee - SALE

Live in Heat?
 Reading and Get Better Find Out More About the All-In-One Kindle 2

Business Home Mortgage
 Complete lenders and save all today.com

Just Another Average Social
 Search Instant Empire properties online. Your house photos and video

Earn Money While You Sleep
 Earn Extra Money While You Sleep

Free Ad Here

In major cities across the US you'll see ads that feature people interacting with the gum with unique interesting messages. The message behind this campaign is that "being there to face each other substituted" from Dentyne marketing director, Susana Rasmussen according to the NY Times. If you go into Dentyne's website, a 3 minute countdown happens and their releasing of what got nothing against the internet, but when people are during the 1960. They're missing the best part of life - being together. That's why we created the first website devoted to helping people spend less time online and more time with each other. We've released our message into the internet every day. Just not a second more. So your play these minutes, then get out there and make new ones. (Copy: Dentyne.com)

A good campaign that takes the full advantage of the same time blogging a product for a sense of urgency.

Source: NY Times

[Super Duper Fantastic]

Make Face Time with Dentyne

The approach to this campaign is based on the most popular ad on YouTube (the video) and the most popular ad on Facebook (the video).

Categories
 Super Duper Fantastic

Tags
 Super Duper Fantastic

San Francisco

Telescope Live

makefive

Your top five everything.

#3 Dentyne Ice - Make face time campaign

Dentyne make face time
 ★★★★★

Next item
 Flag this content

Speak up!
 Tell us what you think

guru of new

THE OFFICIAL NEWS SOURCE FOR THE NEW

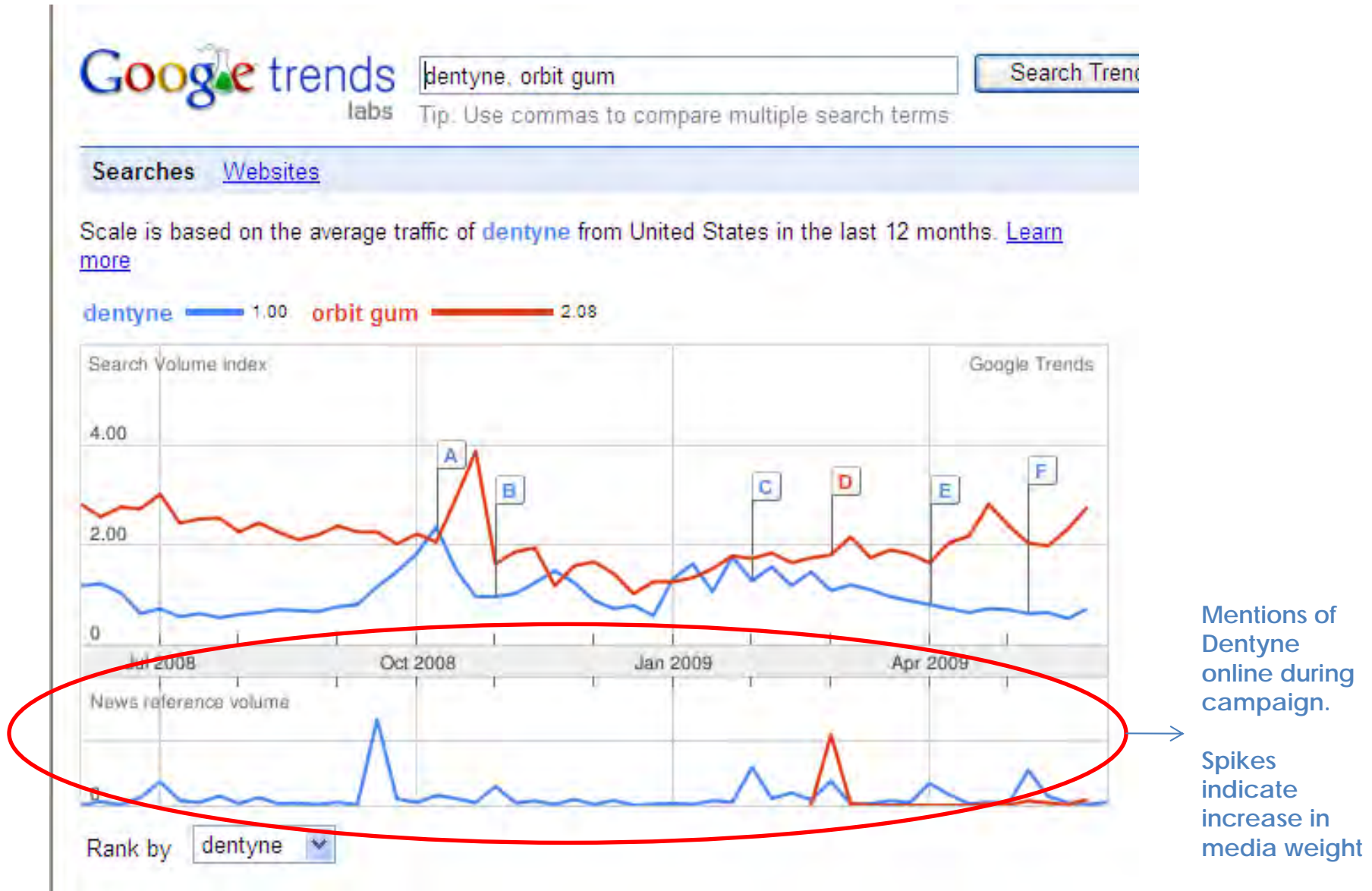
Dentyne's App Facebook "Make Face Time" Campaigns Forgetting Us To Get Real.

Facebook Manner and You

Let the buzz begin...



let the buzz begin...



the industry notices

Creativity Online – Ad of the Day October 20, 2008 “Anthem 1”

CREATIVITY

E-MAIL

October 20, 2008

[Get this e-mail free >>](#)

ADVERTISING TOP WORK



TV Apple: Bean Counter
Mac bites back at PC's recent ad campaign.



PD Canal+: Le Cube
A set top box from Yves Behar.

ADVERTISING LATEST

- TV Cox: Pod**
A new buddy is born.
- TV Return of Terry Tate: Reading is Fundamental**
An ad icon returns, bringing partisan pain.
- BB Al Jawal: Newspaper**
The Saudi telecom operator says talk all you want.
- TV Dentyne: Together**
Defy the modern age of communication.
- BB Malibu Rum: Get Your Island On**
Enjoy a sweet taste in the tropics.
- BB Calvin Klein: New Movement**
A new performance line tries on yoga symmetry.
- TV Holiday Inn Express: Rapper**
Continental breakfast, complimentary newspaper, dope flow.
- TV Sony Bravia: Domino City**
Sony's domino rally topples eastward.

LATEST

TV Dentyne: Together
Defy the modern age of communication.

the industry notices

Brandweek featured Peer Review December 1, 2008

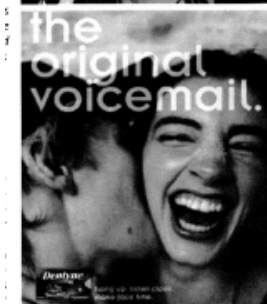
BRANDWEEK

Peer Review

A Kiss is Still a Kiss, Thankfully

“Dentyne punches a hole in the category fodder to bring meaning to a stick of gum.”

The team's insight was based on the idea that technology has its place, but there are too many important human connections lost if that's all there is. And the role of the gum is center stage if you choose to rejoin the human race and actually get close with the people you would otherwise SMS. *Power off your computers, these ads prod. Click off your cell phones, and meet with people face-to-face.*



Kissing up: Familiar e-phrases see their meanings rewritten by decidedly analog romantic scenarios.

the industry notices

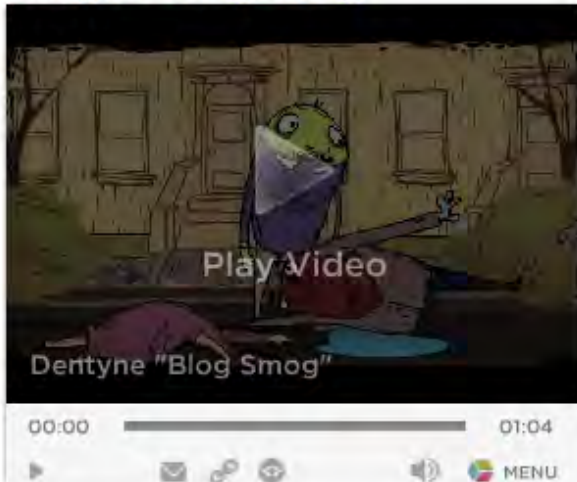
Adweek Ad of the Day – April 8, 2009 “Blog Smog”

ADWEEK

Creative > Ad of the Day

AD OF THE DAY

Dentyne "Blog Smog"



AD OF THE DAY WIDGET

We all know the feeling. You've been in a zone, laboring in front of your computer for hours without so much as a single "real" interaction with another sentient being besides your cat -- even he winces when you respond to his purr with an affectionate greeting. You've got "blog smog," which is the focus of that stale, unpleasant breath that plagues folks in this animated clip from McCann Erickson. The spot introduces a green character -- wearing a T-shirt declaring "I think, therefore I blog" -- launching out of his house to pass along some tidbit of useless information to a neighbor, who promptly collapses as a result of the rancid rant. More folks drop, leaves fall from trees, a couple plummets from his house, etc.

The ad, an unexpected offshoot of the "Make face time" campaign, has great fun with the isolated blogger stereotype and feels more like a late-night Adult Swim clip than a chewing gum commercial promising minty breath. On that score, it's a breath of fresh air! --*Eleftheria Parpis*

the industry notices

Adweek Best Spots of October 2008 "Anthem 1"

ADWEEK

Creative > Best Spots

BEST SPOTS

Dentyne "Original"



Dentyne "Original"

00:00 00:30

PLAY email get link MENU

Overall rating:
(3★) Good

1 Comments

1. Lenn comments:
January 27, 2009 ★★☆☆☆
Make face time ... nice!

Results



...and

We **stemmed** Dentyne's volume decline and increased share by .3 points which is equal to a 3.0% increase in dollar sales

Four weeks after the **OOH launched** in only 5 markets (August '08), Dentyne's September **share increased** 0.1 point versus the previous period.



This was Dentyne's **first share increase in eight months**.

It was also **significant** because the overall gum category was down versus the previous period.

National **TV** launched on September 29th, 2008, and after only **three weeks** of advertising Dentyne's October **share increased** another 0.1 points versus the previous period.



Dentyne's November **sales were also up** 0.1 points after an additional two weeks of TV advertising, digital support, and the launch of the new 3-Minute Website.

