



Our team at VMLY&R Commerce was tasked with creating a packaging engagement for Trident gum. Now, anything that we came up with had to ladder back up to the broader brand platform of Chew Through. Chew Through was grounded in the insight that the act of chewing gum, while stressed, can actually help calm and focus you. And while we explored a lot of different avenues, one in particular felt quite perfect. And that was music, because music, coincidentally, has a lot of positive emotional effects on people as well. And when we sat and brainstormed one day, and noticed how the sticks of Trident gum kind of looked like piano keys, we knew it was meant to be. And that is how Chew Tunes was born - an AR experience that allowed people to take their packs of Trident gum and turn them into tiny keyboards, and themselves into music producers. Engagement went through the roof. We had influencers on board, we had T-Pain on board. We're so excited to share this work with you, so please go ahead and roll the video.

[MUSIC PLAYING]

Brands everywhere are trying to connect with Gen Z, the most plugged in, stressed out, tech savvy generation in history. But brands talking to teens can sound a little --

How do you do, fellow kids?

What?

-- off-beat.

Trident needed real engagement. So rather than setting the tone, we let Gen Z make up their own beats. Introducing Chew Tunes.

[MUSIC PLAYING]

Turning packs of Trident gum into AR keyboards, and Trident fans into music producers. Just scan the code, open the AR Instagram filter, and build a beat that's all your flavour. We created four limited-edition packs inspired by four genres of music, each with their own distinct sound, and launched by one of music's master mixers, T-Pain himself.

What's up guys? It's your boy T-Pain. I just picked up my Trident package from 7-Eleven. And dude, trust me, you want to try this.

Social buzz started via the T-Pain hype train, and the tracks started dropping fresh mixes, tasty beats.

[MUSIC PLAYING]

You make a fresh beat with Chew Tunes.

[MUSIC PLAYING]

And even music videos made with our Chew Tunes filter.

[MUSIC]

I'm for the bread, no minor crumbs. I'm one to catch with the funds. I'm in the mouth like Trident gum. Ha, had to leave baby stunned. I'm in no hustle dog, no shortcuts.

The results hit an all-time high note. 375+ million impressions across social platforms and convenient retail. 11 million sweeps entries. 13% engagement rate - more than 1,200% over benchmarks. Chew Tunes helped Gen Z kids through the stress. And together, we made some beautiful music.

Chew Tunes.

[LAUGHTER]