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# The chewing gum war

By Charles Miller  
BBC Money Programme

**Chewing gum is at the centre of a retail battle between Wrigley, the dominant player in Britain for decades, and Cadbury, the world's biggest confectionary company. At stake is the £250m a year the British spend on gum.**

Cadbury launched four Trident products in Britain in February. They appeared on newsagents shelves alongside the 32 gum products sold by Wrigley.

Cadbury's campaign hit the headlines two months later when the Advertising Standards Authority (ASA) banned its TV advertisement for Trident featuring a "dub poet" enthusing about Trident on stage in a nightclub.

The ASA received more than 500 complaints that the ad was racist in its stereotyping of the over-excited, Jamaican-style character.

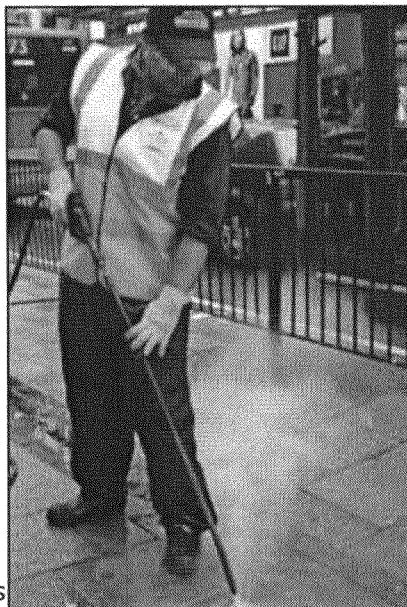
Now Cadbury Trebor Bassett's managing director, Simon Baldry, tells the Money Programme that he wants to apologise for the advert.

"It was never our intention to offend anyone," he says.

"If we have offended people then clearly we would like to apologise for that."

But he denies the campaign was intended to stir up controversy.

"Let me be very clear, controversy was never part of launching this brand. Many consumers love this ad and it's



Cadbury Schweppes believe education is the key to litter



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been a great vehicle for us to communicate to the nation about a great new gum experience."

### Fun race

Five years ago, Cadbury bought into gum with its purchase of Adams, an American gum company, which, like Wrigley, has its roots in the 19th Century.

Adams products, such as Trident, Dentyne and Certs, were big sellers in the US and elsewhere, but were not sold in Britain.

The attraction of Adams for Cadbury was that gum sales are growing at three times the rate of chocolate, a Cadbury staple.

But the UK was a market out of step with global growth.

"Britain had been chewing below its weight," says Cadbury's Director of Global Gum, Jim Cali. Here, gum sales had actually fallen by 4% in the past two years.



Changing tastes key to gum war

Wrigley says it anticipated Cadbury's move into its territory. "We've been expecting it for a number of years, since they've been buying gum companies around the world," says Gharry Eccles, managing director of Wrigley UK.

And Mr Eccles says he would relish the prospect of increased competition.

"If you're running a race, running it on your own is actually no fun," he says.

"When you're running against someone it becomes a whole new ball game, and a lot more fun."

### Pleasure and indulgence

Cadbury does not appear to have been harmed by its controversial campaign.

According to the latest market figures from AC Nielsen, Trident is taking a 12.5% share of the market, leaving Wrigley with a still-dominant 86.3%.

The good news for both companies is that the £250m total gum market is up almost 20% on this time last year and Wrigley itself has grown its sales by 5%, with new products such as Orbit Complete.



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Both companies have been seeking to differentiate themselves.



Cadbury is the world's biggest chocolate company

Cadbury wants to stress how it is bringing its confectionary experience to the chewing gum business.

"Pleasure and indulgence is what we know best," declares Mr Baldry.

"It's our expertise in our total confectionary field, and we're bringing that to the gum category too."

Agrees Mr Cali: "Gum is fun."

### **Health benefits?**

Wrigley is anxious not to be painted as the functional alternative to the indulgence of Cadbury, but nevertheless has set up a research programme under the title The Wrigley Science Institute.

Based in Chicago, its head, Gilbert Leveille, sponsors research at universities around the world, looking for health benefits of chewing gum.

So far, they have established that gum can help reduce tooth decay, but have yet to confirm some of the newer claims, such as that chewing during learning can improve memory.

Mr Leveille is hopeful, explaining that "chewing gum increases blood flow to the brain very significantly, and that could be a plausible explanation for why some of these mental benefits seem to be associated with chewing gum".

The irony is that Trident, whose name in Britain today reminds people of missiles rather than mastication, was originally named in the 1960's because it contained three ingredients that were supposed to be good for your teeth - hence "tri-dent".

### **Fighting litter**

For all the competition between the two companies, on the question of chewing gum litter, Wrigley and Cadbury are united.

Both companies want to keep regulation at bay and are cooperating with a government initiative to control litter.

Under the auspices of Defra (The Department for Environment, Food and Rural Affairs), the companies are represented on the so-called Chewing Gum Action Group.

The Group, with a budget of £600,000 provided by the manufacturers, helps local authorities publicise anti-gum litter messages.

Defra minister Ben Bradshaw is responsible for dealing with

the litter problem, and says his department has been "working very closely with the chewing gum manufacturers".

Mr Bradshaw accepts the manufacturers' argument that the problem lies with consumers, rather than being the direct responsibility of chewing gum makers.

"We don't want to penalise a legal product that the public enjoy, but we want to try and change people's behaviour when they use that product," he says.

But anti-gum campaigners such as Westminster Councillor Alan Bradley, are unimpressed, describing the Defra group as "dancing to the manufacturers' tune".

He points to a similar group in Ireland that has a higher budget per capita, and will be active in all local authorities, rather than in just the 15 a year in the UK that the Defra group is targeting.

There is no sign of a limit to the global consumption of gum. Indeed, Wrigley's sales worldwide are up by almost 30% in its latest figures.

When William Wrigley settled on gum as the way to make his fortune in Chicago at the end of the 19th Century, he had no idea that the brands he created - Juicy Fruit, Spearmint and Doublemint - would still be growing, more than a century later.

***The Money Programme: The chewing gum war, Friday 25 May at 1900 on BBC Two.***

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# Wrigley squirms as Trident takes a bite: Trident has torn into Wrigley's market share in the UK. Is the gum heavyweight in trouble?

Grocer, May 5, 2007 by Teena Lyons

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It is too early to claim victory in the gum wars. After all, one side--Wrigley--began with a mouthwatering 98% share at the beginning of 2007. But to say Cadbury Trebor Basset is cock-a-hoop about Trident would not be an understatement.

Since Trident's launch in January, the upstart has grabbed a 12% share of the 241m [pounds sterling] UK gum market--some 30m [pounds sterling]--making it one of the fastest-growing food brands in recent history. Sales in this 'gum revolution'--as Cadbury marketers have dubbed it--have exceeded even its

market trends (more specifically; the online trends) and act accordingly to any market changes. There is, however, a significant financial issue that comes with this solution. Both of the smartphones mentioned earlier are considered to be independent platforms as they each have their own programming languages<sup>14</sup>. This issue influences and complicates the decision making process for Publitas as they must decide which platform and which Internet browser to choose to design a product for.

Although I may have been able to present a well developed argument for my recommendation, many questions remain unanswered. We are in the midst of an economic turmoil where people are losing their jobs, real disposable income is shrinking, the stock market is stagnant, and housing prices are falling. My point is, when income falls further, so does consumption. What then, is the likelihood of people spending more money which they don't have on things they don't need (such as the luxury product I have suggested)?

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<sup>14</sup> See Chapter 5.2

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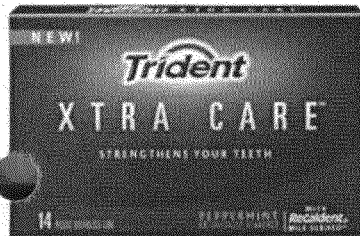
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## Wrigley Challenges Cadbury's Trident Xtra Care Ads

Oct 15, 2008

-By Mike Beirne



Wm. Wrigley Jr.'s complaint against Cadbury USA's advertising claim that its Trident Xtra Care gum builds tooth enamel has been routed to the Federal Trade Commission for review, the National Advertising Division said this week.

Wrigley initially submitted its complaint earlier this year to NAD, which is part of the Council of Better Business Bureaus. The gum maker challenged Cadbury's claim that Trident Xtra Care "strengthens your teeth" and said the claim is misleading to consumers. According to Wrigley, Cadbury didn't have proof demonstrating that a form of calcium the gum contains (called recalcident) strengthens teeth as a result of chewing.

To back up its claim Cadbury had initially responded with published and unpublished studies, but later asked NAD to dismiss Wrigley's complaint because another governmental regulatory agency was also making inquiries about Cadbury's tooth enamel-building positioning. A NAD rep said the division chose to pursue the case anyway and has asked FTC officials to examine the matter further. (The FTC treats cases referred by NAD as priority.)

"We are surprised and disappointed NAD elected to retain jurisdiction notwithstanding the pending government agency inquiry," said Luisa Giroto, Cadbury's vp of corporate communication. "We are confident of Trident Xtra Care's benefits and stand by the statements we have made, and note that we provided to NAD a substantive response to each of the false arguments raised by Wrigley in its challenge."

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The battle between the gum makers illustrates how important the functional gum category has become. "It would be a blow because if [teeth strengthening] becomes part of what consumers are aware of and if it's deemed to be false, they would lose trust in the brand," said Dave Morris, food and beverage research director at Mintel, Chicago.

Cadbury introduced Trident Xtra Care in the summer backed by a campaign that included TV, print and online ads, via JWT, New York. Advances in flavor and manufacturing technology enabled Cadbury to double the dosage of recaldent, which was also used in Trident White, per the company. Wrigley, on the other hand, has chosen to focus on oral health while adding endorsements from the American Dental Association on packages of Extra and Orbit—the category's leading brand.

"When you have a mature category, how do you grow sales? The functional direction that both companies are taking is very important for being able to provide new reasons for people to use [the products]," said Morris.

Wrigley is the global leader of the \$19 billion category. But in the U.S., Cadbury's Trident has a 53.6% share of the functional gum segment, compared with 38% for Wrigley's Orbit. Sales of tooth whitening and breath freshening functional gum are projected to grow 20.6% to \$376.7 million this year from 2006, per Euromonitor, Chicago.

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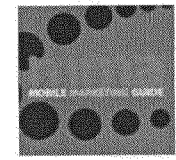
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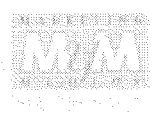
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### Cadbury to rein in Trident gum range

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Cadbury is understood to be planning a consolidation of its Trident chewing gum range to refocus on its plans to steal market share from Wrigley.

The confectionery giant is scaling back all new product development and is planning to scrap a large number of flavours and variants. It will launch a major advertising campaign to support the reduced line.

Industry insiders say Cadbury has launched "a few too many lines" and is struggling to give them all proper support. One says: "It is consolidating spend on Trident by doing fewer launches, but increasing the advertising and marketing activity."

It is expected to adopt a "one in, one out" policy with flavours, which it has already introduced on limited editions for Cadbury Dairy Milk.

Trident was launched in a blaze of advertising and publicity at the start of 2007. The launch aimed to challenge the dominance of Wrigley, and it has always been Cadbury's stated aim to steal market share from the market leader.

The brand immediately ran into trouble when its £10m launch advertising campaign was banned by the Advertising Standards Authority for being potentially offensive (MW March 28, 2007). It followed 519 complaints that the ad used "harmful stereotypes".

An industry source says that, despite a successful launch, sales of Trident have "failed to materialise" as Cadbury had hoped. She adds that it has a 9% market share, but had wanted to reach 25% by this time. It built a 15.4% market share in the UK within months of its launch, but insiders say that its over-ambitious launch strategy diluted its success.

A Cadbury spokesman says: "It is our intention to ensure Trident competes effectively with Wrigley to take market share. It is important to have the right range of products to continue our attack."

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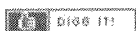
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## Cadbury Adams shakes up competition Ready to strengthen its leadership targeting 70% market share Paving the way introducing "Trident Splash" to further strengthen market leadership

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Cadbury Adams takes on the chewing gum market at full steam targeting 70% market share by 2011. The company is to launch "Trident Splash", centre filled pellet gum, to pave its way for chewing gum market targeting health-conscious modern women in Thailand after a spectacular success around the world.

Mr. Anat Julintron, Managing Director of Cadbury Adams (Thailand) Co., Ltd., manufacturer and distributor of Trident Recaldent, Dentyne, Dentyne Ice, Dentyne Xylitol, Clorets and Chiclets chairs a press conference to announce an introduction of Trident Splash at the pool side of the Emporium Suites Hotel. The event will feature an exciting synchronized swimming performance that reflects the latest chewing gum product's slogan of "Experience Splash Refreshment", followed by a splashy fashion show by popular celebrities led by Yard-Yardthip Rajpal, Rita-Sririta Jensen, Jar-Nattaweeranuch Thongmee, Wunsen-Wiritipa Pakdeeprasong, May-Pitchanart Sakakorn and Peak-Patrarasaya Kueasuwansiri and premier of Trident Splash's new TV commercial

Mr. Anat said that the company had decided to take on the chewing gum market aggressively after enjoying an overwhelming success with Trident Recaldent; a sugar-free, tooth decay prevention chewing gum that rose to the top spot of the sugar-free chewing gum market valued more than 600 million baht with a sizeable share of 33%.

"We have decided to introduce Trident Splash in Thailand. It is a product of latest innovation, which features 2 flavors in one pellet from liquid center-filled to coating, giving the experience of splash refreshment. The product has very good market potential as this type of sugar-free chewing gum from Cadbury Adams has proven very successful in Europe, the United States and Japan," he said.

When launched, Trident Splash had achieved respectable market performance in every country. In France, it rose to the top with 13.5% market share in just 2 weeks in the market. In Canada, the product obtained market share of 7% within the first 2 months of its introduction and the share number grew to a double-digit figure of 66% for the entire year. In England, Trident Splash had 12% market share within 6 months of its launch and helped energize the overall chewing gum market to a growth of 15.5%. Trident Splash earned US\$35 million in sales in the United States in its first year in the market, escalating the market share of all Trident products up 13% from the previous year. From all its success around the globe, it is now one of the top global gum brands.

"The success we had with Trident Splash in various markets has given us the confidence to launch the product here because center-filled, sugar-free chewing gum is currently in demand especially as people become increasingly health conscious. As we have already witnessed, Trident Splash is not only contributing to the growth of Trident brand but also the growth of the overall chewing gum market. We strongly believe that the latest Trident Splash will enable us to achieve a high market share of around 70% within the year 2011, from 62% market share that the brand currently enjoys despite fierce competition and challenging economic conditions that may dampen consumers' spending power" Mr. Anat said.

"During the introductory period, Trident Splash will be available in 2 different flavors Strawberry with Lime and Hypermint, each blister pack comes with 9 tablets and the 30-tablet size. We are preparing to spend 180 million baht to launch necessary public relations and promotional campaigns to create strong product awareness and bolster sales," he said.

At present, the chewing gum market is valued at 2.6 billion baht, of which 50% of the market goes to breath-refreshing segment, 25% to flavor-oriented segment and 25% to the sugar free segment. The sugar-free product segment is the most active in terms of growth with Trident dominating the market with 33% market share. We expect Trident Splash to help propel Trident's share of the market to as much as 55% of the sugar-free chewing gum segment.

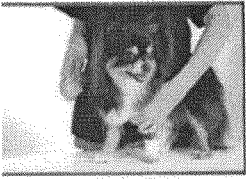
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- \* "มาลี" ถัด 50 ล้านปฏิวัติวงการเครื่องสำอางผลไม้ เปิดตัว "น้ำส้มมาลี 3 รสชาติใหม่ อร่อยเหลือเชื่อ" 11 ก.ค. 51
- \* กระทรวงการคลัง สนับสนุนภาคธุรกิจ วิจัยสาขา กิจ และเอกชน จัดงาน "มหกรรมมันใจไทยแลนด์ ตันแน่ ถูกแน่ เพื่อคนไทย" 11 ก.ค. 51
- \* ภาพข่าว: ไอศกรีม วอลล์ มอ รวมพลังพนักงานเปิดตัวโครงการ "มอ โรเตอร์ จักรยานนี้เพื่อน้อง" มุ่งมั่นเติมพลังพัฒนาคุณภาพชีวิตเด็กไทย 11 ก.ค. 51
- \* พาณิชย์ เร่งเครื่อง งาน "เมดอินไทยแลนด์ (Special)" 11 ก.ค. 51
- \* ศูนย์การค้าแฟชั่น ไอส์แลนด์ เชิญร่วมงาน "SPORTS WORLD SPORT SHOES SHOWCASE 2008" 11 ก.ค. 51
- \* โอเลย์ โททิล เอพเพิลส์ ส่งผู้เชี่ยวชาญด้านความงามทั่วเอเชียร่วมไขความลับ "รั้วรอยแห่งวัยของผู้หญิงกับการใช้ชีวิตในเมืองใหญ่" 11 ก.ค. 51
- \* ผู้เชี่ยวชาญด้านความงามทั่วเอเชียร่วมไขรหัสลับ "รั้วรอยแห่งวัยของผู้หญิงกับการใช้ชีวิตในเมืองใหญ่" กับ โอเลย์ โททิล เอพเพิลส์ 11 ก.ค. 51
- \* ภาพข่าว: เทสโก้ โลตัส เปิดตัวผลิตภัณฑ์การเงินตัวล่าสุด "สินเชื่อบุคคล" 11 ก.ค. 51

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