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## About Client



Orbit®, a brand of Wrigley, dates back to WWII and continues to offer a Just Brushed Clean Feeling™ to gum-chewers all over the world. With over a dozen flavors and 2.8 million Facebook likes, this brand wanted to remind New Yorkers that fresh breath is important, even on National Coffee Day.

[www.orbitgum.com](http://www.orbitgum.com)

# Orbit Delivers Fresh Breath on National Coffee Day

## The Coffee is On

The Orbit field marketing team was staged and ready to go before the sun was even up at 5:45 a.m. in order to catch those early morning coffee drinkers. From 6 a.m. – 4 p.m., the brand ambassadors saturated the streets and sidewalks around Union Square Park with the very noticeable dump truck full of free gum, Segways, bicycles with carts and hundreds of blue and white balloons. The mission: share the Orbit love by telling consumers that it was National Coffee Day and that Orbit was there for their after-coffee fresh breath pick-me-up! And it worked: New Yorkers were smiling at the publicity stunt all day long. Thanks to stand-up comedian and celebrity, Jay Pharoah, who made an appearance, consumers were also laughing and connecting emotionally to the Orbit brand. (And he was a great fit for this campaign following his parody, ‘Bad Kisser,’ addressing the issue of bad breath.)

## Everyone’s Talking

Not only did the campaign gain recognition through local media, bloggers and even a sighting on U.S. Magazine online, but the Union Square passersby became an extension of the brand ambassador team via the campaign’s social media integration. The street level marketing team promoted the hashtag #orbitcoffeeday to be used with social media platforms and even executed a PhotoMarketing campaign, giving users personal but branded content that was easy to share to their networks. Add in the incentive to win free gum for a year, and the hashtag was soon trending in the local market.

## Goals of Campaign

- Distribute 1 million pieces of gum
- Execute a reminder advertising campaign on the streets of NYC

## Highlights

- Celebrity appearance by comedian Jay Pharoah
- PhotoMarketing team to push a socially fueled contest for a chance to win a year supply of gum
- Branded dump truck carrying 1 million pieces of gum
- Branded Segway team driving traffic to the Orbit truck
- Branded sampling bikes filled with Orbit gum and outfitted with blue and white balloons
- 14 Professional brand ambassadors interacting with New Yorkers and distributing the gum one-on-one

## Results

- 1,000,000 pieces of gum distributed during 10-hour activation
- 456,000+ estimated impressions from field marketing team
- Additional media coverage, including blogs and USMagazine.com

## About dio

[diousa.com](http://diousa.com) // 888.852.9143

dio is an experiential marketing firm specializing in unique consumer engagements that build brand awareness, drive sales and create brand loyalty.



“Wow, Orbit really knows how to think outside the box. I will never forget this.” // **Jenn, Brooklyn**



For more campaign information, please visit <http://diousa.com/work/orbit-gum/>.