

# Market Research

ALEX SPAGNUOLO

## Excel Gum

### Competitors

#### Trident Gum

Trident is a popular brand of chewing gum that is free of sugar founded in 1960. Their branding claims to clean and protect teeth while you enjoy their product. They were one of the first to promote dental hygiene with chewing gum. The company sells many types of Trident gum which will go in depth below.

#### Dentyne

The company name Dentyne itself is combination of the words *dental* and *hygiene*, which is a great marketing scheme. Founded in 1899, the gum was promoted to help oral hygiene. The brand has multiple flavours of chewing gum on the market today.

#### Juicy Fruit

Juicy Fruit is a competitor also owned by Wrigley Company, like Excel Gum. Introduced in 1893, they are known for their sweet and fruity flavoured chewing gum. The target market for this product are young kids under 20.

### Packaging

#### Excel Gum



12 piece blister pack and 60 piece bottle.

#### Trident Gum



Layers fold package and wrap package.

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## Excel Gum

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### Dentyne



Blister pack, bottle, pouch and single package.

### Juicy Fruit



Blister pack, bottle, bubblegum wrapping.

## Target Audience

### Demographics

Excel Gum has multiple advertisements showing personifications of bad breath like, coffee and donuts, following people around usually 16-18 and older. Once someone chews a piece of gum, the creatures disappear. Due to the lack of sugar, sweetness and other childish flavours, the age demographics start at young adult and older. Gum being cheap and accessible everywhere, it is targeted towards all genders, incomes, education level and employment statuses.

### Psychographics/Interests, Activities & Opinions

Gum chewers are aware of the multiple benefits of chewing gum. Oral health, dieting and coping mechanisms for stress and concentration. People enjoy Excel because not only is it long lasting which is important from a consumer perspective, but it also helps with dental hygiene. Customers are getting win-win while also having multiple flavours to choose from. Although they do have a couple bubblegum flavours, they are both laced with mint which may not appeal to kids.

### Geographics

Excel Gum available in Canada. Eclipse is the American counterpart.

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### Unique Selling Point

One of Excel Gum's old slogans was *Excel-erate your breath*. This promoted good breath with a play on words using the brand's name. Now it is *Eat, drink, chew, Excel*. This combines the necessities of life like eating and drinking with chewing Excel gum. The company sells ten original flavour gums as well as a White line with three flavours that is proven to remove stains and whiten teeth.

### Emotional Benefit

Through Excel Gum's advertisements online and on television, they demonstrate clearly what the benefit of chewing Excel gum is. Freshening your breath and not letting bad breath in the way. Their advertisements assure the customers that chewing Excel freshens your breath so you can get closer. Whether in conversation, romance, or just standing next to someone. It boosts your confidence because no one wants to have or smell stinky breath.

### Store Shelf



So many products get lost in this busy mess of products. The gum shelf is usually a small and compact section by the cashiers so that customers can look while they wait in line and pick a brand at any last minute. This is the chance to convince customers to choose your product. It's time for a fresh, clean and telling package design (while reducing environmental impact) for gum that doesn't get lost when people scan these shelves.