

PRESS RELEASE

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DDB Mudra North releases the 'Eat, drink, chew Orbit' ad campaign for Wrigley's Orbit starring Deepika Padukone

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Moving to a global approach to its positioning in 2014, Wrigley's Orbit gum brand kicked off its new campaign: "Eat. Drink. Chew Orbit" to emphasize the benefits of chewing gum after eating and drinking.

The objective of the campaign is primarily to encourage consumption of Orbit chewing gum and subsequently create a ritual out of it, by placing emphasis on chewing it soon after eating to eliminate food particles that tend to get stuck to one's teeth. The 360 degree campaign also reinforces the benefit of oral health that Orbit provides, a proposition that the consumer has been repeatedly familiarized with.

While the first international commercial rolled in 2014 featured Sarah Silverman, the Indian adaption of the campaign features the Indian brand ambassador and Bollywood actress, Deepika Padukone.

The story line involves Deepika breaking up with her favourite food 'sandwich' (aka. Sandy) as she walks into an event with a lot of media presence. The clingy ex, played by an animated sandwich, protests to the break-up, claiming that she had just given him a 'love bite'. Padukone turns around and eats an Orbit Sugarfree gum, thereby finally saying goodbye to the clingy ex-lover. The film ends with Padukone showcasing a winning, shiny smile as the words, 'eat drink chew' flash across the screen, while reinforcing the message of oral care.

Deepak Iyer, Managing Director, Wrigley India, said, "The new Orbit TVC featuring our brand ambassador, Deepika Padukone, has a great message and is designed to create an instant connect with our consumers. We all know that it is difficult to brush our teeth after every meal and snack. However, it's easy to chew Orbit, sugarfree gum to get rid of the food that lingers a little too long around the teeth. While it's fun to watch the conversation between Deepika and the animated food character, the TVC reiterates Wrigley's Oral Care message of eat, drink and chew and how Orbit provides you with an oral care on the go solution."

Sambit Mohanty, Creative Head, DDB Mudra North, added, "In the new Orbit TVC, the relationship between the brand ambassador, Deepika Padukone and the animated food character (sandwich) and their conversation about 'breaking up' lends a fresh approach to the brand message of oral health care and makes you smile. The

tone is quirky and engaging, keeping in line with the globally successful campaign of Orbit. All of us enjoyed working on the commercial and we sincerely hope that the 'Eat Drink Chew' campaign strikes a chord with everyone and takes oral care to an even wider audience."

Credits

Chairman and Chief Creative Officer: Sonal Dabral

National Strategic Planning Head: Aditya Kanthy

Creative: Sambit Mohanty, Subhahshish Datta

Account Management: Radhika Das, Mohit Rawat, Aakashdeep Khurana

Planning: Parul Budhiraja

DDB Mudra North

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DDB Mudra North's client roster includes Dabur, Wrigley, Mother Dairy, India Yamaha, Carrier Midea, Bata, Marico, GPI, Experion and Cisco among others.

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