

Assessment 1.A

Background Research and Creative Concept

GRAP2413 - Understanding Advertising Media

Group: 1

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Statement of Authorship

RMIT electronic submission of work for assessment

I declare that in submitting all work for this assessment I have read, understood and agree to the content and expectations of the Assessment declaration.

1. Introduction

Established in 1960 by American Chicle Company, Trident is a world-renowned sugar-free chewing gum brand. After several times of acquisition, the brand currently belongs to Mondelez International Inc., which ranks the second position in the international gum as well as confectionery industry (BBC News 2012). Having suffered from a decrease in sales in the US since 2013 (Chicago Business 2013), the brand plans to expand to a more promising market. This report suggests an advertising idea for Trident and analyzes how this idea could help the brand penetrate and lead the exciting Vietnam gum market.

2. SWOT Analysis

2.1 Strengths

- Trident has an excellent product quality. Although it uses common ingredients such as fruits, cinnamon and spearmint, its flavor is extraordinary, strong and lasts for a longer time. As the gum contains xylitol, it also functions to help clean and protect teeth.
 - Its beautiful packaging is another advantage. As Wells et al (2011) emphasized, packaging is more than a container, it can also be the message. By showing customers a bright, eye-catching and professional packaging, Trident certainly gains a positive image in the target market's mind.
 - Trident is an international brand with long-standing reputation (OldTimeCandy n.d.).
- Moreover, its current owner is Mondelez, a world leader in gum production. Its 13136447 subscriptions on Facebook fanpage indicates how popular the brand is. Worldwide reputation builds a good foundation for its expansion to Vietnam.

2.2 Weaknesses

- A small Trident package with 18 sticks which weighs 30.6 grams costs 23,000 VND. The price is a little high comparing to other gum brands in Vietnam market.
- Chewing gum is not in the physiological base in Maslow's Hierarchy of Needs (1943, cited in Wells et al (2011)). In other words, it is not a necessity in everyone's survival kit. Therefore, in this fluctuating economic situation, the demand of gum is negatively affected. Consumers easily ignore gum if it is insufficiently appealing.
- In the US, Mondelez is losing gum market share to its rivals (Chicago Business 2013). On the first hand, the descending equity of Mondelez might negatively affect Trident. On the other hand, it is also an opportunity to develop the brand in a new market.

2.3 Opportunities

- Mondelez International announced plans to invest \$190 million in India to establish the company's largest manufacturing plant in Asia Pacific (Mondelez International 2013). Mondelez starts to pay attention to Asia market, which means there stand more chances to invest in Vietnam market in the future.
- According to Euromonitor (2014), gum witnesses a current value growth rate of 8% in 2013 in this country, which hints the potential to invest in here.
- Thanks to higher living standards and the increasing awareness of health and appearance, consumers pay more attention to functional gum than other types. In particular, sugar-free chewing gum has turned into a more popular trend, especially in big cities. Sugar-free gum enjoys the fastest growth rate of 16% in 2013 and is expected to keep growing (Euromonitor 2014). As soon as target market knows Trident as one of the foremost sugarless gum brand in the world, gum chewers will certainly want to have a try.
- More Vietnamese are aware of the positive functions of chewing gum such as freshening breath, boosting concentration and reducing stress due to easier access to information (PhuNuOnline 2013).

2.4 Threats

- As Trident officially comes to Vietnam, without doubt, it has to encounter several competitors such as Wrigley's Double Mint, Extra and Cool Air, Petti Van Melle's Happydent and Big Babol, Lotte's Xylitol, Orion's Wow, etc. set up in Vietnam for a long time. Furthermore, in 2013, international players are expected to retain their dominant position in gum in Vietnam, taking up more than 95% of the total market value share (Euromonitor 2014). If Trident could not distinguish itself from others, they might be seen as another ordinary international brand.
- Vietnamese and international news channel are spreading rumors that gum is the cause of tooth decay, jaw stress, stomach issues. (STINFO 2012) (Mercola 2014)

3. Target Audience

3.1 Geographics & Demographics

The target audience is from 16 to 22 years old, of both genders. They should come from families with average and above income and receive allowances from parents. These youngsters are expected to be well-educated. They should study in good-quality high schools and universities. Since consumers in Vietnam's big cities pay more attention to sugar-free gum (Euromonitor 2014), Trident should aim at residents who lives in Hanoi, Ho Chi Minh City and Da Nang. These cities are also where the finest high schools and universities are located.

3.2 Psychographics

The target audience is smart and dynamic individuals of this generation who are motivated by achievement and self-improvement. In terms of VALS, they could be segmented as achievers and strivers (StrategicBusinessInsights n.d.).

At this period of life, they have to confront with tons of examinations such as semester exams, graduation exams and most importantly, university entrance exams, which put them under great pressure. Furthermore, these achievers and strivers' extreme care about their image and opinions of others about them, especially of their peers (GlobalPost n.d.), adds more to their

fear of failure. Although the target audience is oriented, stress might prevent them from moving ahead. Meanwhile, according to Steinberg (1992), encouragement and inspiration helps adolescents alleviate stress and get better results in both academic performance and extracurricular activities. The important role of encouragement and inspiration to adolescents, especially to Achievers and Strivers, is proved.

As consumers, the target audience is quite impulsive. Confectionery is one of the goods most adolescents spend their allowance on (ThanhNienOnline 2014). They are also active buyers since shopping is both a social activity and an opportunity to demonstrate their ability to buy. Achievers and strivers favor trendy, stylish and prestige products which allows them to show off their success to their peers. They are also interested in stress relief products as a tool to help them achieve their goal. However, they do not concern about health as much as pleasure (Vaidyanathan 2008)

3.3 Behavioral

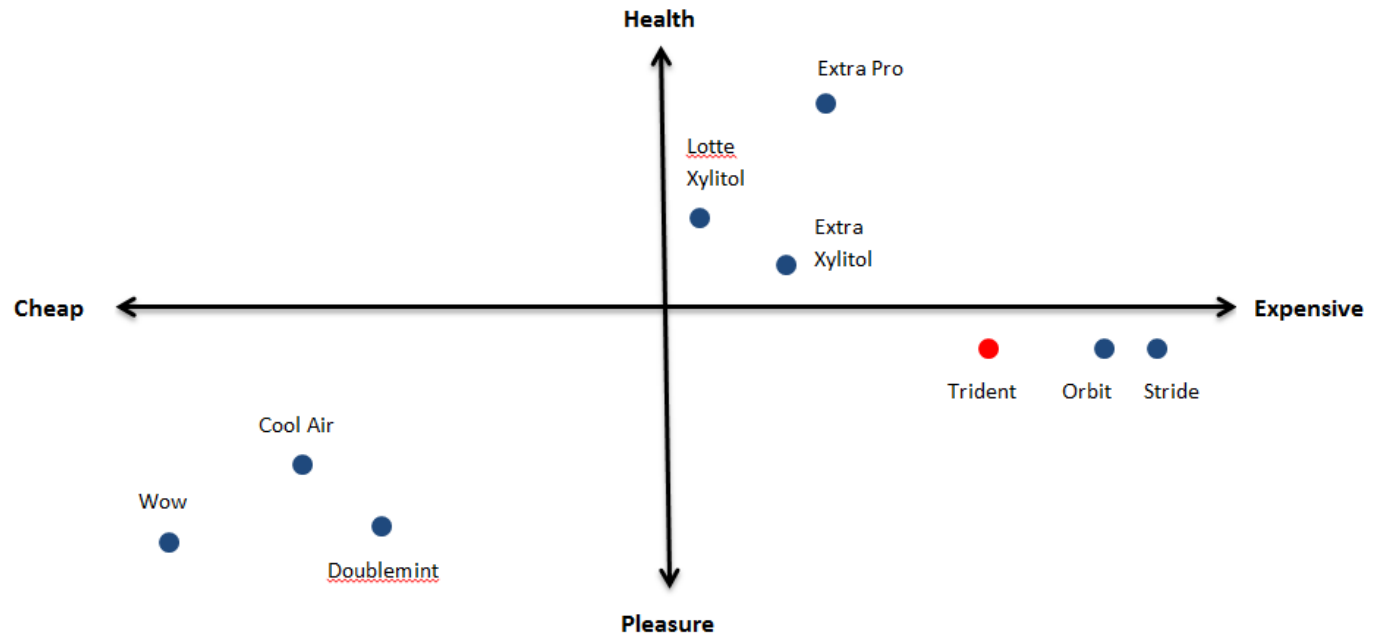
The target market often chew gums for a variety of reasons that concerns with their image and their goal: fresh breath, cool look, stress relief, concentration, etc. Some outdoor places they usually make appearance that advertisements could be placed are schools, universities, English centers where they study, public transportation like bus, amusement centers including cinemas, shops like supermarkets, bookstores, coffee shops, etc. The major channels that they get information from are television, print newspaper and particularly the internet. According to Cimigo (2011), 95% Vietnamese aged from 15 to 24 have access to the Internet and more than a half of social media users. This suggests the potential of building an interactive campaign for Trident on the Internet.

4. Perceptual Mapping

<i>Brand</i>	<i>Price (VND)</i>	<i>Weight (g)</i>	<i>Cost per gram</i>
Trident	23,000	30.6	751.6
Double mint	12,400	58	213.8
Cool Air	12,200	58	210.3
Extra Xylitol	24,200	58	422.4
Extra Professional	25,200	58	434.5
Lotte Xylitol	22,400	58	386.2
Wow	8,800	150	58.7

Vietnam Gum Market Research Table (July 2014)

Marketers often use price/quality characteristics to position their brands (Belch and Belch 2009). Therefore, price and function are chosen to be the two criteria to judge the gum products. The placement of the brands is based on the Vietnam Gum Market Research table above and personal experience.



According to the table, Trident is more expensive than almost other brands in Vietnam. Nevertheless, with much more beneficial functions, the product is worth the price. In addition, the perceptual map shows that Trident is less expensive than other global gum products with almost the same quality such as Orbit and Stride (RhetoricProbs 2013). Compared to other health-care gums, Trident goes beyond the functions due to its unique flavor. In brief, Trident is all good for pleasure, health-care and image.

5. Creative Concept

5.1 Concept

Although Trident brings many tangible benefits to the consumers, hard sell which means giving audience product information for them to make rational product decision (Wells et al 2007) will not differentiate Trident with other brands as this approach has been overused in the Vietnam gum industry. As Euromonitor (2014) emphasized, there is a demand for innovation in gum advertising; and Trident should seize this opportunity. A campaign using soft sell which aims to

evoke emotional response based on attitudes, moods, dreams and feelings (Wells et al 2007) of the target audience will be utilized.

NewResultsTraining (n.d.) suggested that soft sell strategy should be able to solve the target audience's problem and ask some more about it. The campaign focuses on solving the stressful situation and lack of motivation for youngsters. By providing inspirational words and images, Trident encourages the target audience to step forward and chase after success.

Tagline of the brand, accordingly, will be changed to 'Flavor of success'. This tagline is not only suitable to the target audience who are motivated by achievement, but also implies that Trident gum, which has a very exotic flavor, itself is a success of the world's gum industry. Moreover, the tagline indicates whoever chews Trident, which functions to relieve stress and boost concentration, will be more likely to succeed.

Success is a powerful word that holds the 'currency' in the seven news values (UNCP n.d.), which attracts the target audience. Who could resist the attempt of the 'Flavor of success'?

5.2 Key Message

Key message

Trident's 'Flavor of Success' *encourages and inspires* you to achieve *success*.

Supporting Reasons

The target audience motivated by achievements needs encouragement and inspiration.

Gum is a perfect product for students: reduce stress, boost concentration, and enhance confidence with fresh breath.

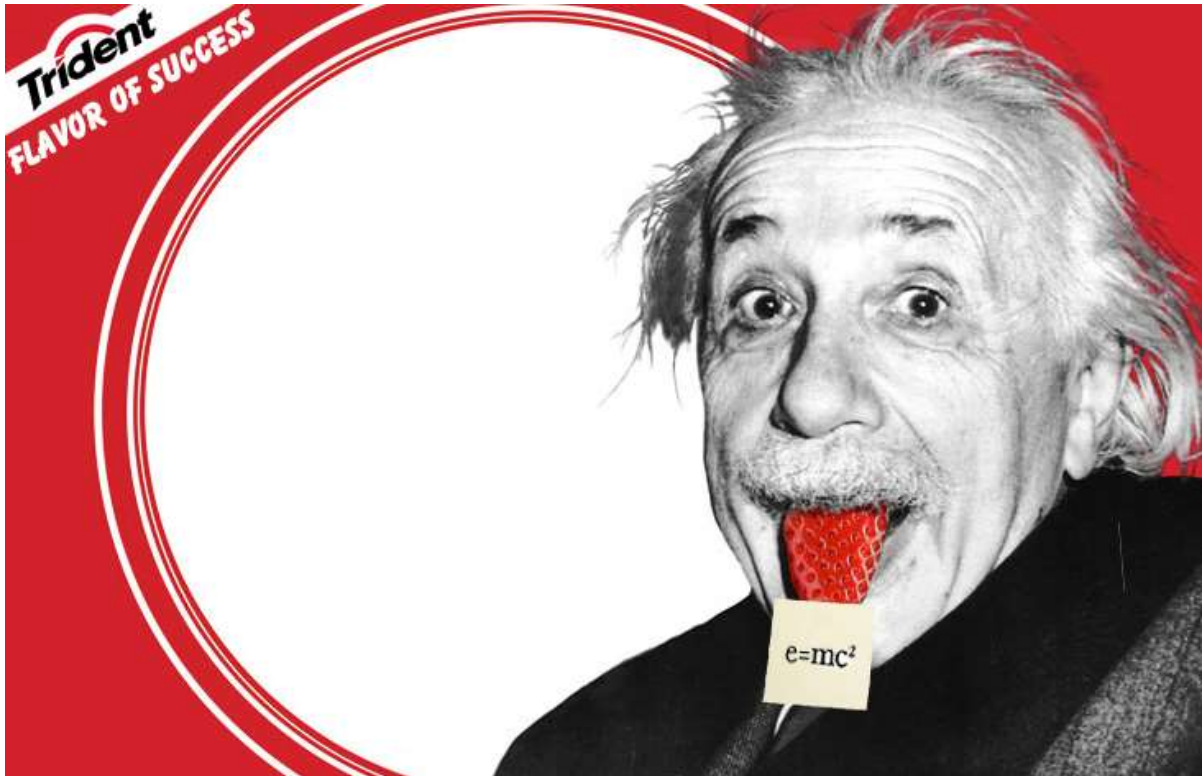
Research shows that gum helps students study better.

Tone of voice

smart, cool, friendly, slightly humorous, inspirational, optimistic, hopeful

5.3 Key Visual

To be a source of inspiration for the target audience, the advertisement visually employs five great names of history that succeeded in five different fields and made great differences to the world. Each of them represents a Trident gum flavor, an original ingredient of which somehow relates to their contribution and image. And each of these inventors has an insightful quote or story, which recommends a valuable characteristic that leads people to success.



1. Albert Einstein is a theoretical physicist, one of the most famous mass-energy equivalence formula $E=mc^2$. In this print advertisement, his famous stuck-out tongue was substituted by a strawberry with the famous formula sticky note, which is hilarious. The quality that Einstein represents is SELF-AWARENESS. He emphasized 'Everyone is a genius. But if we judge a fish on its ability to climb a tree, it will live its whole life believing that it is stupid'. The quote teaches us to be aware of our strengths and develop it instead of judging our weaknesses.
2. Coco Chanel, the immortal symbol of world fashion industry, is affixed with cinnamon. Cinnamon is an ingredient in Chanel No.19, a perfume named after Chanel's birthday, which

is also the last perfume she was involved in creating. Cinnamon has a sweet and savory flavor, which really suits Chanel's unique personality. She advises everyone to be the DIFFERENCE. 'In order to be irreplaceable, one must always be different', she said.



3. Steve Jobs, co-founder, chairman and CEO of Apple Inc., the innovative computer developer endorses for green apple flavor. Jobs suffered from countless hardship in his life, including the experience of being fired from his own company; but he never lost FAITH. 'Sometimes life hits you in the head with a brick. Don't lose faith', he said.
4. Mother Teresa receives a Nobel Peace Prize for her devotion to charitable work. No tangible thing can described what Mother Teresa brings to the world. She represents for passion fruit flavor, which is a metaphor for her PASSION for her dream of saving the poor. 'Not all of us can do great things. But we can do small things with great passion', she said.
- 5.



6. Thomas Edison is an inventor who developed many devices that has greatly influenced life around the world. Light bulb, one of the most important and famous inventions of Thomas Edison, resembles the shape of a pear. He represents the pear flavor as well as the PATIENCE quality. He experimented 1000 times to be able to create the bulb. 'I didn't fail 1000 times, just that the invention took 1000 steps', he said.



For each image, black-white color scheme is used to illustrate the five great people in order to show reverence. In order to highlight their contributions, they are colored with the same color of the ingredients.

The five characteristics together form a formula of success, which is the final idea that will be delivered to the target audience.

SELF-AWARENESS + DIFFERENCE + FAITH + PASSION + PATIENCE = SUCCESS

Through the formula, Trident encourages them to acquire these qualities for a successful future.

(2101 words)

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