

Trident Splash Man Goes to the Opera in Campaign for New Flavour

by Gail Chiasson

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Cadbury Adams' Trident brand, which claims leadership in liquid-centre pellet gum with **Trident Splash**, has launched a new flavour combination - **Trident Splash Spearmint with Watermelon** - again using the iconic Trident Splash Man in its advertising launch campaign.

Along with its taste and long lasting flavour advantages, the success of Trident Splash has been built around the Trident Splash Man advertising campaign, which helped drive one of the original flavours, **Strawberry with Kiwi**, to number one in just seven weeks.

Over the past two years, Splash Man has been standing at a bus stop and line dancing. For the launch of the new Trident Splash Spearmint Watermelon flavour, he goes to the opera. The 30-second TV ad, 'A Splash at the Opera', created by JWT Canada, opens in a theatre where a Viking-clad diva is singing onstage. As the camera pans the prim, proper, well-heeled audience, a man in a watermelon-red Speedo enters the theatre. Squeezing past all the patrons to get to his seat, he pops a piece of new Trident Splash Spearmint Watermelon gum from its pack and into his mouth, and bites down. Simultaneously, the diva hits her crescendo, and a tidal wave of water, spearmint leaves, and watermelon slices bursts across the entire audience, orchestra, and diva herself. The ad ends with the line "Ready for a new Splash?"

"We know that the Splash Man campaign continues to resonate with our consumers," says **Tim Boughtflower**, senior brand manager, Trident, "For this third installment in the campaign, we wanted to visually extend the brand promise of great tasting flavour duality by bringing to life the unique combination of watermelon and spearmint as a visual cue in the ad. By incorporating slices of watermelon and spearmint leaves in the splash of water, consumers immediately understand what the splash delivers."

The national TV spot airs this week in both English and French, and will be supported by out-of-home advertising in the coming weeks.

Creative team on the campaign at JWT includes: **Martin Shewchuk**, executive vice-president executive creative director; **Andy Brokenshire**, vice-president executive art director; **Dean Hore**, vice-president associate creative director; **Donna Heffernan**, head of broadcast production. Production house is **Ruckus Films**.