

CASE STUDY: PERFETTI VAN MELLE - MENTOS



Kommando is an innovative experiential marketing agency based in London and Glasgow. We have delivered campaigns for major agencies and brands such as Mediaedge:cia, TBWA, Chanel, Nintendo and American Express.

Mentos, part of the Perfetti Van Melle group, was launched in the Netherlands 1932 and has grown to become a major player around the globe, now available to purchase in over 100 countries.

This case study aims to show how Kommando helped Mentos establish their range of gum using an integrated guerrilla marketing, PR and sampling campaign which saw commuters “taking a fresh approach” to their morning routine and aqua zorbing to work.

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BRIEF: Create a unique marketing campaign to assist Mentos in launching their new range of chewing gum, establishing them as market leaders and encouraging purchase.

TARGET AUDIENCE(S): 16 – 34 year olds (particularly commuters) with a “young, fresh” outlook, who enjoy going out and socialising.

Consumers who currently purchase competitor brands who might be convinced to try a new brand, or those who may not be aware that the Mentos range extends beyond mints.

SOLUTION: An integrated guerrilla style stunt, PR and sampling campaign designed to generate buzz and viral chatter, ensuring awareness of Mentos Gum and encouraging purchase.

The stunt saw commuters shake up their morning routine by ditching the train and bus in favour of aqua zorbing along the River Clyde in branded Mentos zorbs.

Through a strategic partnership we provided a PR strategy and news desk feed covering the story. We also purchased and planned media on Radio Clyde1 primetime shows targeting commuters, this involved providing DJs with scripts to talk up a competition where listeners could win a years supply of Mentos Gum when they handed their business cards to sampling teams.

To maximise awareness amongst commuters, and generate buzz beyond the commuter journey, a Mentos Metro wraparound cover was designed which featured a spoof story on the latest way to travel to work.

To tie in with the stunt and wraparound a two week sampling campaign was launched. The campaign saw uniformed brand ambassadors hit major city centres across Scotland distributing free packs of the gum, generating post interaction discussion and takeaway experience.

RESULTS: 400,000 samples and 50,000 full packs distributed over 2 week sampling campaign.

1200+ business cards collected by sampling teams for the competition.

Increased awareness of Mentos Gum as a new product to the market as a result of PR generated through stunt and sampling campaign, with positive feedback from target audience. Coverage included the Metro and the Evening Times.

Uniformed brand ambassadors helped to attract attention and generate interest whilst facilitating audience engagement.



“Commuters taking to the river en-masse in giant Zorbs as part of the Mentos Gum challenge will most certainly raise eyebrows. Mentos gum is all about challenging Glaswegians to take a fresh approach and zorbing to work will definitely kick-start the morning, leaving Glaswegians more refreshed.”

Aimee Reason, Mentos Gum Brand Manager

