Fluoride Gum for America

**CREATING A BRAND**

Research shows that chewing gum (or chewing *anything*) after a meal actually removes 85% of the plaque left over from a meal. Arguably, it’s as good as brushing. That’s impressive. But toothpaste also contains fluoride. Could a chewing gum contain fluoride?

The answer is yes. There’s a fluoride chewing gum in Portugal. Also, in Japan. The one in Japan is called Xylish. Go figure. (You might want to Google/You Tube it to sample the various commercials.)

**ASSIGNMENT**: **Create a Fluoride Chewing Gum brand for America, addressing each of the 5 issues below. You have $20 million to launch the product.**

1. Name the new brand of fluoride chewing gum.

2. Suggest the size and shape of the packaging. Describe (or show) how it looks.

3. Determine the target market (primary/secondary)

4. Recommend ways of promoting the product through advertising and PR.

5. Include at least two non-traditional advertising means for spreading the word.

Submit your work in *at least* two pages.