

# Big gums square up for forecourt showdown

Rival chewing gum ranges from Wrigley's and Cadbury have gone head-to-head on petrol station forecourts with competing ad campaigns.

The new Trident range of chewing gum from Cadbury is

being promoted on 4,500 petrol nozzles at 150 Tesco forecourts. The campaign focuses on the vanilla, mint, strawberry and lime varieties of Trident Splash and the peppermint and tropical twist varieties of Trident Soft.

Wrigley's is promoting its new tub dispenser, which holds 60 pieces of Extra gum, at motorway forecourts. The campaign, which features on 3,400 nozzles at 68 petrol station carries the strap line: "Live Lots. Travel Lots. Work Lots".

Both forecourt campaigns were organised through Alvern Media, which specialises in forecourt advertis-



ing. Cadbury's Trident gum is also being advertising in UK airports at World News Stores retail outlets.

Ads will be screened on Screen FX's external-facing screens on digital network World News Airplay.

