

1. Who is your target? Be specific. Some things to consider: age range, sex, demographics, economic class, etc. format: bullet list
 - Baseball fans/players that use chewing tobacco.
 - Men ages 18+ that are particularly interested in/play baseball.
 - Economic class: Middle class to upper class individuals who have the time and money to spend on SiriusXM Radio, and the money to fuel their chewing habits.
2. Where are we now in the minds of this person?

In the minds of the consumer, Dubble Bubble is just another chewing gum. The topic has been spoken about amongst the baseball community but making the change in all fields hasn't quite happened yet. Though chewing Double Bubble is a less popular tradition, it is still a known practice among the baseball community. With that being said, chewing tobacco is more fun than bubble gum.

3. Where is your competition in the mind of the person?)i.e. How does your target market feel about your competition? NOTE: name your competition). Format: 4 sentences or less

The main competition for Dubble Bubble is chewing tobacco. Other competing products include sunflower seeds and additional chewing/bubblegum brands. In the mind of our target, chewing tobacco is a tradition on the field, and in the dugout. It gives the players a buzz, and prevents their mouths from becoming too dry on the dusty field.

4. Where would we (your branded product) like to be in the mind of this person? i.e. how would you like your target market to feel, think and see your branded product? (4 sentences or less)

Dubble Bubble is the healthier choice/tradition over chewing tobacco for baseball players. It doesn't directly cause cancer and keeps the mouths of the players moist while satisfying their oral fixation. It is also more convenient as the players do not have to keep spitting on the field. In terms of replacing sunflower seeds, Dubble Bubble is a longer lasting solution to appease their oral fixation because they wouldn't be replacing gum as frequently as a mouthful of sunflower seeds.

5. What is the consumer promise / creative strategy?(i.e. The big idea about your branded product; what you want the audience to take away from the ad). Format: 1 sentence or less
 - To persuade baseball fans/players that Dubble Bubble is the best thing to chew while playing/watching baseball, especially as an alternative to chewing tobacco.
6. What is the supporting evidence? (NOTE: your evidence must support your consumer promise. I.E. whatever your consumer promise is, your supporting evidence must prove that you can deliver the promise). Format: 4 sentences or less.

The promise is that you won't get cancer from the use of bubble gum, unlike tobacco. Statistics show that American baseball is highly associated with the use of smokeless tobacco, and that a number of famous players have been diagnosed with oral cancer. To move forward as a nation, some ballparks are banning the use of smokeless tobacco, which is problematic for individuals who are addicted. Chewing Dubble Bubble is a step in the right direction to a healthier, cancer free life.

<http://freesound.org/people/deraj/sounds/202230/> - pop

<http://freesound.org/people/stomachache/sounds/274515/> - song

Rationale:

The radio ad has the intention of using something as simple as bubble gum to solve a greater problem. The issue of chewing tobacco in the baseball industry has been apparent for many years. Even though bubble gum is typically known for being a fun candy, it is more influential and shocking to portray it more seriously, as cancer is a serious issue. Movements in baseball stadiums banning chewing tobacco altogether also illuminates the importance of making the switch. Starting the ad off with the familiar sound of "Take Me Out to the Ballgame" works to draw the listener in with the feeling of nostalgia. The remembrance of chewing tobacco on the field being interrupted by loud spitting and an announcer works to awake the listener and make them wonder why someone would interrupt a traditional song. Short, blunt phrases are more influential in the importance of making the switch as well.

Dubble Bubble: 10/23/17
Radio: 30
"Dubble Bubble's Home Run"

Production Note: Quiet sound of baseball crowd in background

MUSIC: CROWD SINGING "TAKE ME OUT TO THE BALL GAME" (FADES OUT)

SFX: SPITTING

ANNOUNCER: Oh, what's that sound? A tradition of America's past-time. Chewing tobacco.

Make a smarter chewing choice. Choose Dubble Bubble.

Cancer shouldn't be a tradition.

Find your Dubble Bubble Flavor at tootsie.com

SFX: CROWD APPLAUSE (FADES IN)

SFX: BUBBLEGUM POP

SFX: CROWD APPLAUSE (FADES OUT)