

MARKETING

Marketer News

[Wrigley displays Canadian pride with help from OBN]

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As the nation expresses its passion and pride for Team Canada during the Olympics, **Wrigley Canada** is showing them how much they've helped contribute to the country's athletes.

Last October Wrigley announced it would donate a portion of sales from its Excel, Extra and Juicy Fruit brands to its C.H.E.W. (Canadians Helping Each other Win) program that provides financial support to Canadian athletes.

Wrigley has been updating its fundraising tally every 60 seconds across OBN's digital board network in Toronto, Calgary, Edmonton and Vancouver.

Real time updates allow consumers to see how their contributions are making a difference, said **Dan Alvo**, Wrigley Canada's director of marketing, in a release.

Wrigley set out to raise \$500,000 and as of last week had reached more than \$380,000. The company will continue to donate until March 21.

The digital boards are part of a larger effort that includes TV, print and online from **BBDO Toronto**.

"The digital video boards are a key component of the C.H.E.W. campaign as they help generate awareness and consumer advocacy for our efforts to raise funds for Canadian athletes pursuing their dreams," said Alvo.

Each pack of gum features an image of a Canadian athlete such as hockey goaltender Martin Brodeur, speed skater Denny Morrison and downhill skier Kelly VanderBeek-Ford.

Wrigley has also added a maple leaf on individual gum pieces, the first time the company has ever created a graphic symbol on its gum.