

Dubble Trouble

Brand Description and Background

Dubble Trouble is an incredible product that ignites fun in people's lives: Explosive, thrilling, and spontaneous. Dubble Trouble is the brand where people can dare to experience exhilaration as we seek it out. When exhilaration is felt, people are compelled to feel it again, no matter how short the moment of fun lasts. Risk taking triumphs the boredom of everyday life. By (Dubble Trouble) reflecting those big, small, and every-day moments when thrill conquers boredom, people feel alive, chosen, and brave as they are given a sense of courage and superiority – for longer than a moment of chewing. Now more than ever, the spontaneous thrill that Dubble Trouble brings deserves to be brought to those who dare to experience and feel alive forever.

Target Audience

Age 16-24 “Daredevils” who crave the excitement, not hide from it, fiercely determined to showcase their bravery and courage to the world around them.

The Problem

“The riskiest life I can think of is letting yourself be molded into this comfortable, same-as-everybody-else routine. For me, that is risking my whole life.”

— **Ben Brown**

Social Media Influencer

“The mundane pushes me to only notice those things that are conditioned to be inspirational, like double rainbows, a sunset behind the mountains, or a breathtaking external view of something out of my ordinary existence.”

— **Rudri Bhatt Patel**

Writer and HuffPost Blogger

In a growing capitalistic world, our target audience feels the need to deviate from the norm of assimilating; The idea of being complacent to a boring life is almost adjacent to not living at all. In a way, the calculated risks and trouble that teens and young adults get into is a survival mechanism. Fearful of just getting through each day, becoming hidden within a crowd of others, and cowardly in their endeavors — they begin to seek out spontaneous thrill. There is a need to feel exhilarated. So while the risks we take can be dangerous and life threatening at times, they are also the only experiences that will make us feel alive.

The Ask

Dubble Trubble is gum that provides an exhilarating risk for our audience to dare to experience courageousness that will set them apart from others. We will create a campaign of print and digital advertisements, a new logo, and packages that will test the bravery of our audience in a mundane world. We want to own the space of rebellious fun.

Brand Tone of Voice

Bold / Adventurous / Rebellious / Enthusiastic / Original / Extreme

What We Need to Produce

A print and digital advertising campaign understanding our target audience's current ideas of quick and thrilling experiences, a new logo that precisely reflects the brand's new approach, and packaging to consider how the brand's visual look translates into a dimensional form.

This rebrand campaign will bridge the gap between the truth of the gum's flavor and the spontaneous moments of fun our audience loves. We believe the most thrilling and courage-taking experiences are most often small and brief, and this is ideal as they introduce wonder and awe into our lives. Our purpose is to give our audience a daring experience to feel alive and rebellious.

Considerations

How can we connect the gum's flavor, the hidden and not-so-appealing truth, to thrilling experiences of our audience that will bring a successful image to the brand?

What characteristics about Dubble Trubble should always be communicated? What is constant about that brand?

How can we empower our audience to be rebellious towards today's mundane society?

What characteristics of Dubble Trubble can't be included in its visual representation? How can the essence of a group or project be distilled down to a near-instantly recognizable symbol?

How can our package's visual approach emphasize the richness of fun experiences by focusing on the depth and texture we can bring to the surface?