

Mentos: Flavouring Friendships, One Bottle at a Time

A playful digital campaign that transformed a product launch into a viral phenomenon by connecting flavors with friendships



The Sweet Challenge

The new Mentos gum bottles needed to stand out in a competitive market where consumer attention is increasingly difficult to capture



1

Breaking Through the Noise

Mentos sought to launch three new gum flavors packaged in bottles holding 36 pieces each. But they wanted more than just product awareness.

2

The Real Task

Create an engaging experience that would:

- Capture Mentos' playful brand essence
- Generate buzz beyond existing fans
- Transform a routine product launch into an adventure
- Make flavor selection a personal, shareable experience

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The Flavor of Friendship

The campaign was built on a powerful insight about social connections:

Quality Over Quantity

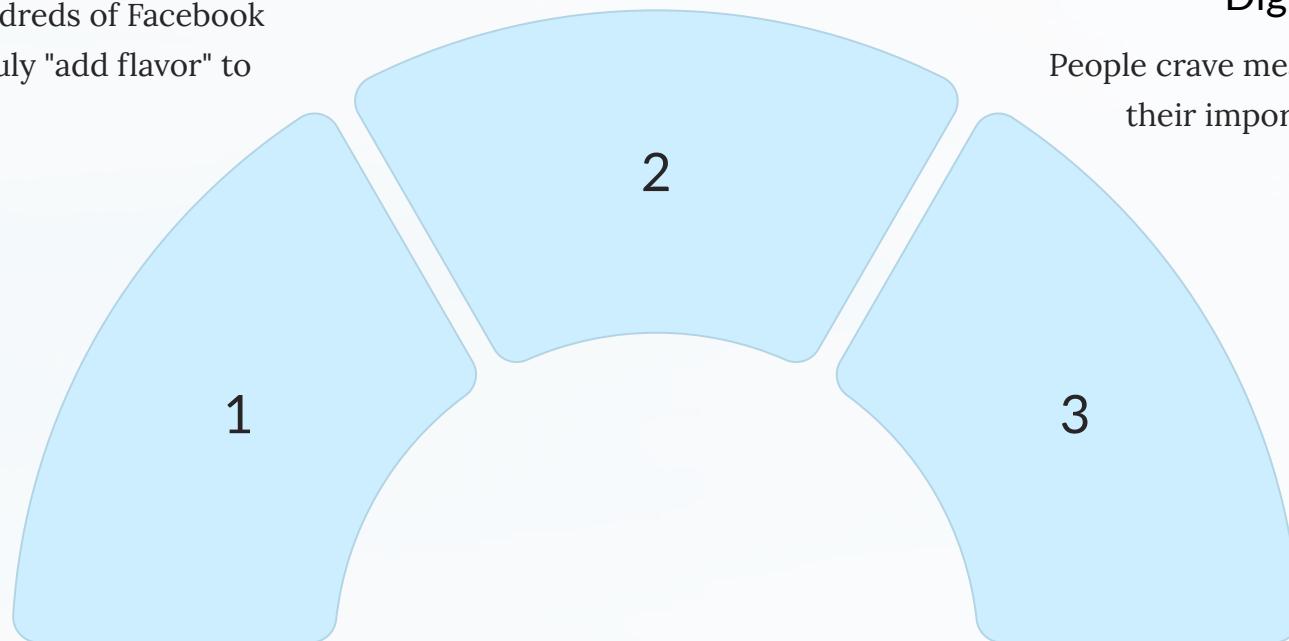
While most people have hundreds of Facebook friends, only a select few truly "add flavor" to their lives

Shared Experiences

Friend groups often define themselves through inside jokes and shared memories - just like distinctive flavors

Digital Expression

People crave meaningful ways to acknowledge their important relationships online



This insight led to a creative connection: What if your closest friends could be "bottled up" together, representing a distinct flavor in your life?

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The Bottling Experience



The more friends in your bottle, the higher your chances of winning prizes - creating a natural incentive for sharing and expanding campaign reach

- Choose a Flavor
- Name Your Bottle
- Select Friends
- Send Invitations

Choose a Flavor

Users selected one of the three new Mentos gum flavors that best represented their friend group

Name Your Bottle

Personalize with fun group names like "BFFs," "College Bros," or "Girl Gang"

Select Friends

Add special friends who "flavor your life" to your virtual bottle

Send Invitations

Friends received playful notifications that they'd been "bottled up"

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Technical Execution

Services Provided by Centric

UI/UX Design

Creating an intuitive, playful interface that matched Mentos' brand personality while making the friend selection process engaging

Visual Design

Developing vibrant graphics and animations that brought the bottling concept to life with consistent brand elements

Development

Building a robust Facebook application that integrated seamlessly with social sharing functionality and friend selection

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The technical execution required seamless integration with Facebook's platform while maintaining the playful, colorful Mentos brand identity

Sweet Results

1000+

Friend Bottles Created

Users enthusiastically embraced the concept, creating personalized bottles for their closest circles

36x

Campaign Reach

Each bottle could contain up to 36 friends, exponentially expanding awareness beyond Mentos' existing fan base

3x

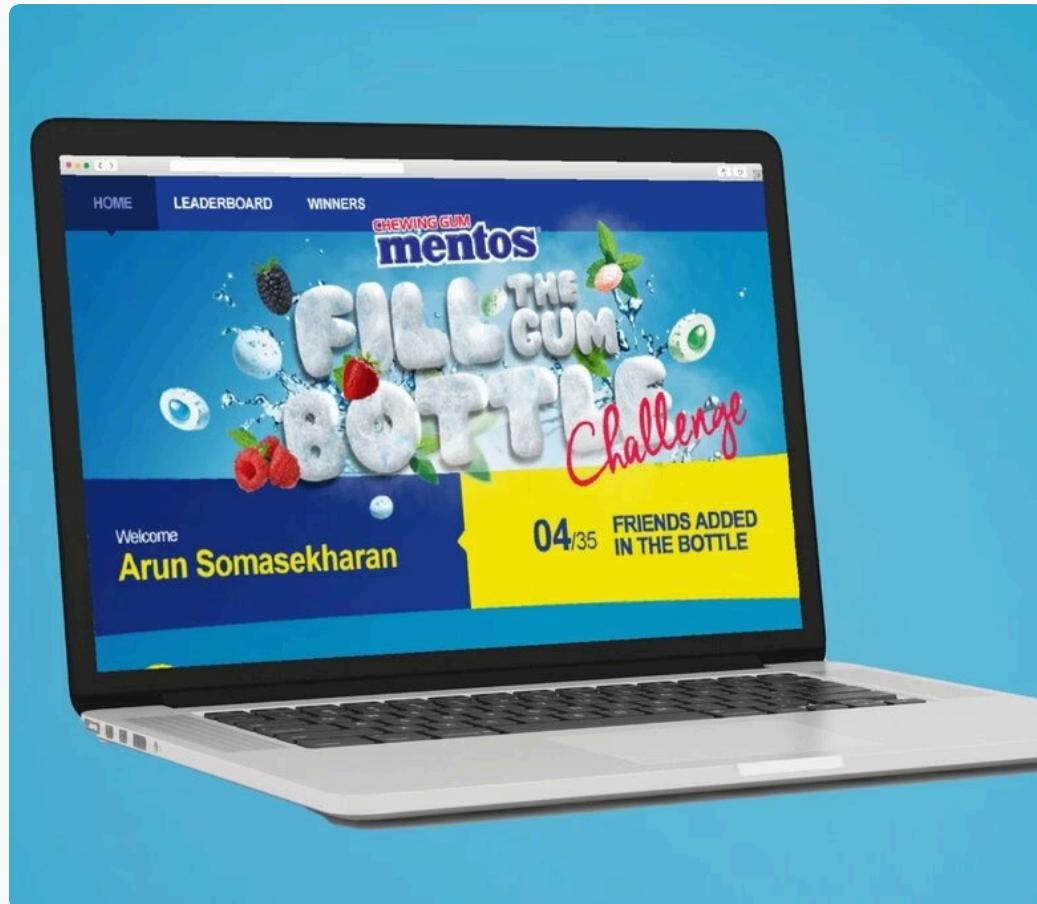
Engagement Increase

The campaign drove triple the normal engagement rates compared to standard product announcements

Weekly hampers and the grand prize of an iPhone 6 Plus kept excitement high throughout the campaign period, while successfully introducing the three new flavors to the market in a memorable way that aligned perfectly with the brand's playful personality

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Key Takeaways



1 Connect Product to Emotion

By linking flavors to friendships, Mentos created an emotional connection that transcended the physical product

2 Leverage Social Mechanics

The campaign used existing social behaviors (friend tagging) in a fresh way that felt natural, not forced

3 Reward Participation

Tiered prizes maintained engagement and encouraged maximum friend inclusion, driving viral spread

The "Flavouring Friendships" campaign demonstrates how product launches can transcend traditional marketing by creating interactive experiences that embody brand values and inspire genuine social connections

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