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MENTOS SELECT N2O TO BRING NEW CATEGORY-FIRST SUSTAINABLE GUM PACKAGING TO LIFE WITH BARCODE FESTIVAL EXPERIENCE

Award-winning creative brand experience agency, N2O, is set to deliver an experiential marketing campaign for Mentos at Barcode Festival this summer, designed to get attendees out of their comfort zone and embrace saying yes to something new.

Bringing the Perfetti Van Melle gum brand to life at the grocery industry festival, the experience will focus on Mentos' *Yes to Fresh* brand proposition and feature a giant foam pit where attendees can *slide into fresh* to find the five fresh flavours of Mentos Gum. After heading down the slide, they can have their photo taken and have the chance to win exclusive, money-can't-buy Mentos merchandise, plus a year's supply of Mentos.

Sarah Elmer, Brand Manager at Mentos, said: "Our brand positioning is all about Mentos being the catalyst for freshness, not only a functional benefit but also playing on the emotion element of fresh where we want people to say yes to trying something new, yes to the unexpected, yes



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to new opportunities. For us, it was about creating something really fun and engaging, and N2O certainly hit the brief with their concept. We can't wait to see it come to life!"

Much like the new award-winning* Mentos Pure Fresh packaging – an innovative category-first paperboard bottle – the whole experience has been created with sustainability in mind, as Emma Walsh, Associate Creative Director at N2O, says: "The innovation from Mentos' paper packaging has been at the forefront of what we designed for the brand. Beginning with the paper bottle on all graphic elements, to how we've built the stand using scaffold (which is therefore sustainable). A lovely added element is that after use for Mentos, we will be donating the foam pit in smaller parts to local nurseries so it can live on as a children's activity."

Barcode Festival is being held at Magazine London, on 6th July.

ENDS

We win fans for brands, wherever they are through creative brand experiences that engage the right consumers, at the right time – at home, in-store, out of home or online.

We apply 20+ years of marketing experience to successfully deliver our clients' requirements, across sectors including FMCG, health and beauty, luxury goods, retail, automotive and technology.

**Mentos Pure Fresh packaging has won Gold at the Environmental Packaging Awards 2023*

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