

THE SWEET TASTE OF VICTORY

CROSSMARK DELIVERS FASTEST LAUNCH IN GUM CATEGORY HISTORY WITH CADBURY'S TRIDENT LAYERS™



As the first-ever Gumwich®, Cadbury's Trident Layers™ gum was breaking new ground before it even hit the shelves. In the fiercely competitive gum category, Cadbury needed a fast-moving launch to bring the juicy new product to Convenience Stores (C-Stores) all across the nation. They approached CROSSMARK with a big goal: Reach 60,000 C-Stores in just three weeks.

From the first stages of careful planning with our Project Team, to skillful implementation by our Cadbury Retail Team, to immediate follow-up by our Data Collection Team, we organized an approach to get Trident Layers to market faster than ever. In the first week alone, we hit over 26,000 stores, putting us 10,000 ahead of schedule. Team members used a CROSSMARK hand-held device to photograph (verify) client displays daily, and post them to the client portal.

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Ten days after the launch, CROSSMARK's Data Collection Team began conducting audits to validate performance. Audits were completed just two weeks behind the actual store calls. By the time our three-week launch was complete, **CROSSMARK and Cadbury had set a new record for the fastest gum launch in history.**