

Zantac Cool Mint

Background: Zantac re-introduced the Cool Mint SKU after a period of dormancy. The brand team was in need of a key visual communication that would drive all future marketing efforts across multiple platforms, including digital, merchandising, promotions, shopper and in-store.

The Idea: The e|wmg team developed a visually driven piece that quickly communicated the minty freshness of the product while also supporting its efficacy. The brand team wanted to integrate the captain character into the visual to maintain a connection to the existing on-air campaign.

The simple headline and “cool” word graphic made an instant impression on consumers, and helped the brand achieve success.

The Result: The Zantac brand made a resounding comeback after a two-year period of decline. The success of the Cool Mint SKU helped the overall brand gain market share in an increasingly crowded competitive field.



The Zantac key communication (top) would drive all brand pieces in support of the Cool Mint SKU, including online banners, FSIs, merchandising and in-store messaging.



BRANDING



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DIGITAL



SHOPPER



PROMOTIONS

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