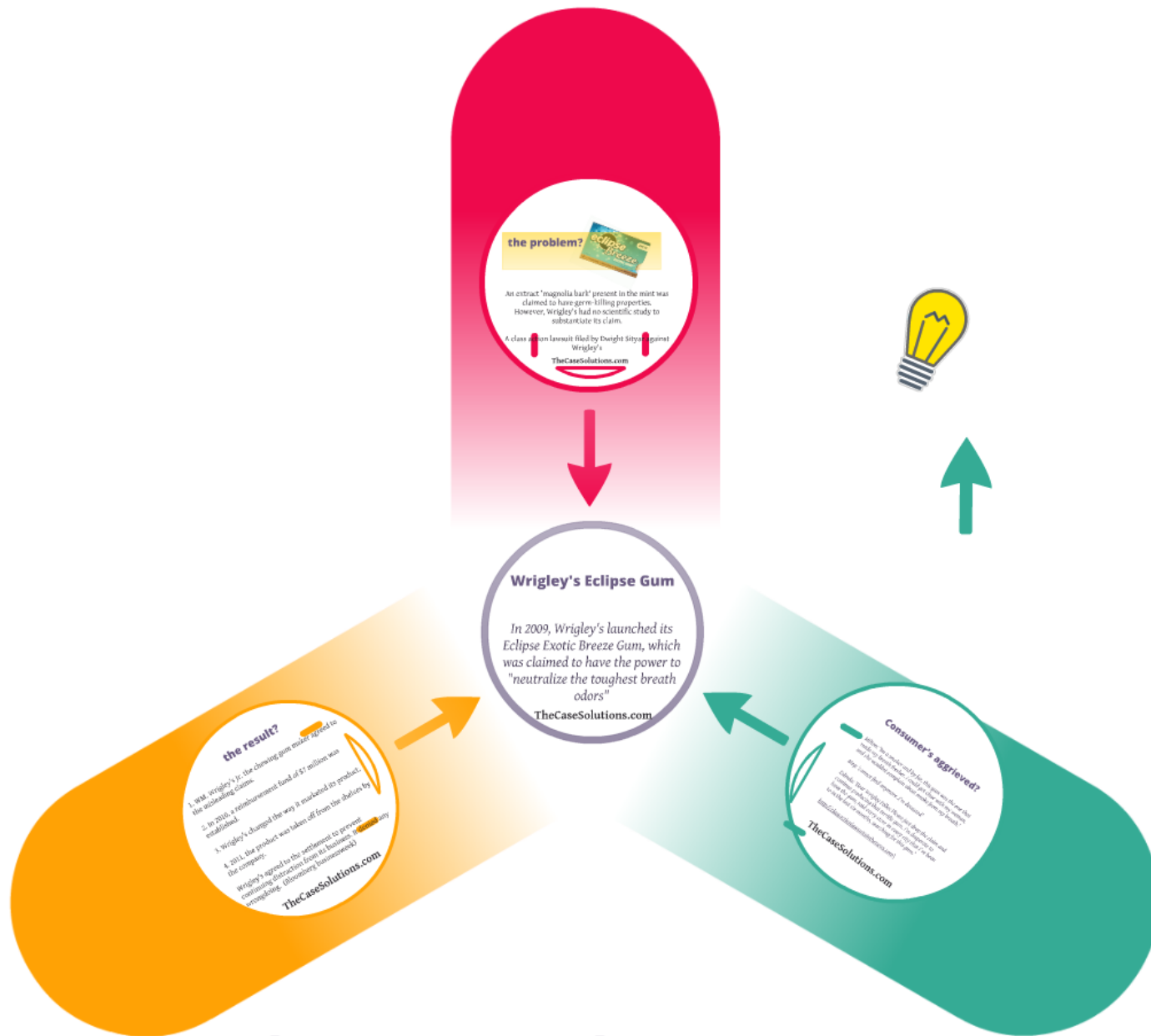


# Wrigley's Eclipse Gum: Managing Brand Adolescence

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# Wrigley's Eclipse Gum

*In 2009, Wrigley's launched its Eclipse Exotic Breeze Gum, which was claimed to have the power to "neutralize the toughest breath odors"*

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An extract 'magnolia bark' present in the mint was claimed to have germ-killing properties. However, Wrigley's had no scientific study to substantiate its claim.

A class action lawsuit filed by Dwight Sityar against Wrigley's

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## the result?

1. WM. Wrigley's Jr. the chewing gum maker agreed to the misleading claims.
2. In 2010, a reimbursement fund of \$7 million was established.
3. Wrigley's changed the way it marketed its product.
4. 2011, the product was taken off from the shelves by the company.

Wrigley's agreed to the settlement to prevent continuing distraction from its business. It denied any wrongdoing. (Bloomberg businessweek)

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## Consumer's aggrieved?

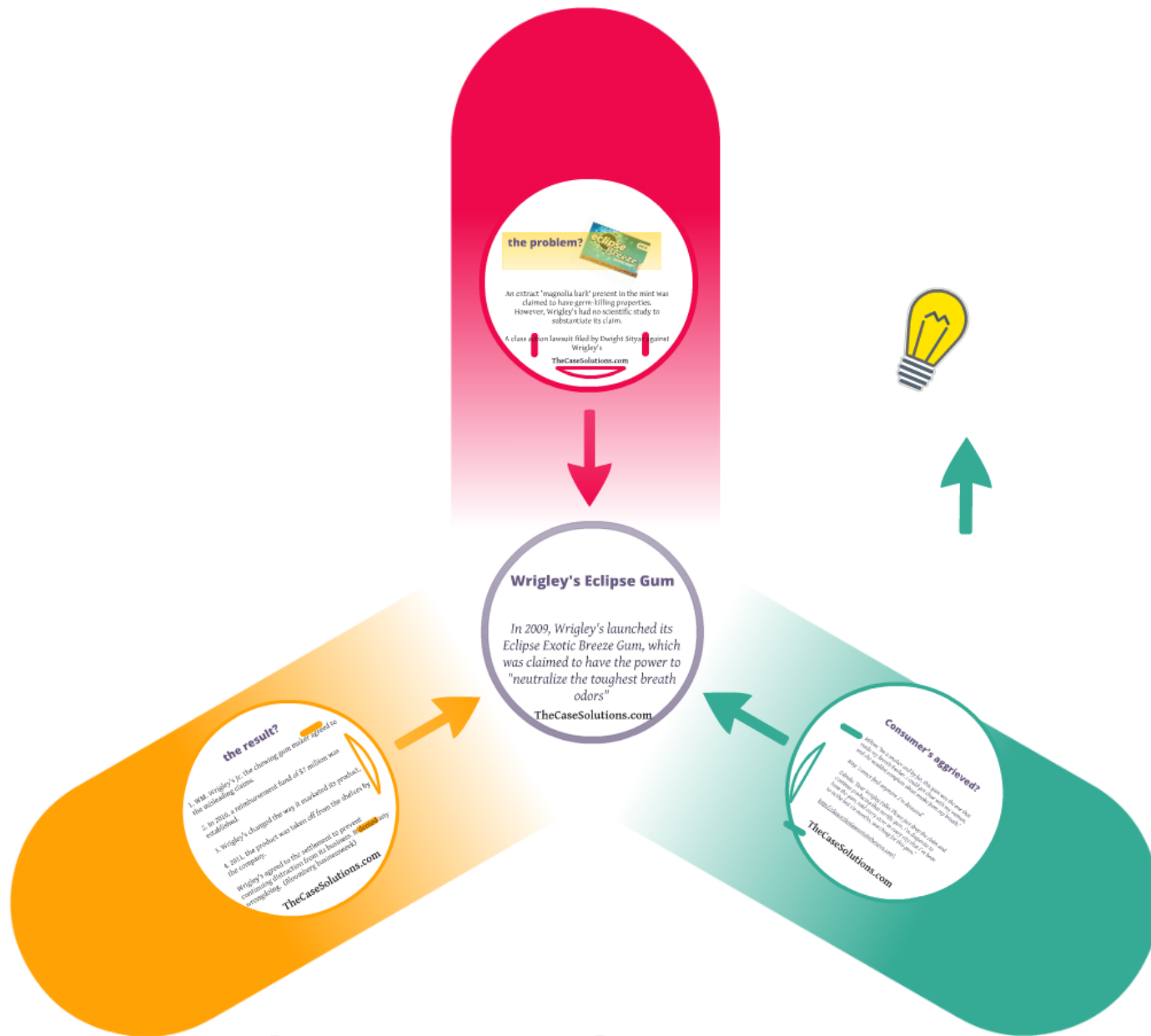
Milton: 'Im a smoker and by far, this gum was the one that made my breath fresher. I could get close with my woman, and she wouldnt complain about smoke from my breath.'

Meg: 'cannot find anymore..I'm devastated'

Eslinda: 'Dear Wrigley Folks: Please just drop the claim and continue producing that terrific gum. I'm desperate to have the gum, raid every store in every city that I've been to in the last six months, searching for this gum.'

<http://classactionlawsuitsinthenews.com>

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