



Freshen Up Your Small Talk

Client Stewart Alexander & Co - Mentos
Medium(s) Radio 30"

Ever notice how when it's lunch time, you're inclined to point it out.

"Ooo, it's lunchtime."

Or if it's raining, "It's raining."

Or if it's hot, "It's hot."

No? Not you? What about...

"What's on this weekend?"

Says you every Friday.

"Good weekend?"

Says you every Monday.

You didn't get gift of the gab, you got the coupon.

Next time, take a fresh approach.

Start with a piece of Mentos Pure Fresh Gum.

It'll make your small talk fresh.