

A **Hubba
Bubba**® **EXPERIENCE**

Bubba Rides

A MARS BRAND

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Every year, modern chewing gum waste adds up to more than 250,000 tons, and 80-90% of it is not disposed of properly, affecting the cleanliness of major cities. To change this behavior, Hubba Bubba decided to convert bitter gum encounters into sweet experiences.

INTRODUCING:

Bubba Rides

A new guerilla activation where the correct disposal of chewing gum leads to a sweet, tethered air balloon ride to stop sticky situations.



How does it
work?



- Two gum disposal stations and tethered air balloons will be placed on opposite sides of Central Park.
- Every time someone throws away a piece of gum into one of these disposable stations, instead of the ground, they will get a free BUBBA RIDE!
- A digital counter is attached to these disposable stations in order to motivate people to contribute!



Image made with Copilot AI

CONGRATULATIONS!

You're helping create a
cleaner city with a sweet ride!



RIDE TURN:
11:00 AM – 11:15 AM



- Every person who contributes to the gum disposal stations will get a ride ticket.
- Each ticket will have a slot time when they can go on the tethered air balloon.

When entering the tethered air balloon ride, participants will be given a roll of Hubba Bubba, with new packaging that teaches how to dispose of gum properly. That way, good habits will be made so that New York can be less bitter everywhere, not only in Central Park.



Bubba Rides

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PROBLEM

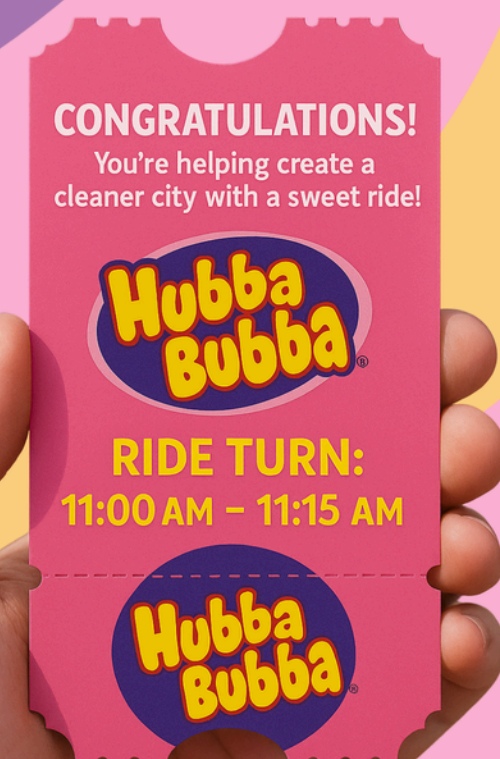
Every year, modern chewing gum waste adds up to more than 250,000 tons, and 80-90% of it is not disposed of properly affecting the cleanliness of major cities.

IDEA

To change this behavior, Hubba Bubba decided to convert bitter gum encounters into sweet experiences. A new experience to the correct disposal of chewing gum where sweet tethered air balloon rides stop sticky situations.

HOW IT WORKS

- Two gum disposal stations and tethered air balloons will be set up on opposite sides of Central Park.
- Each time someone throws gum into a station instead of on the ground, they earn a free BUBBA RIDE!
- Digital counters on the stations will track and motivate participation.
- Contributors receive a ride ticket with a time slot.
- Before boarding, participants get a roll of Hubba Bubba in new packaging that teaches proper gum disposal, helping make all of New York a little less bitter, starting with Central Park.





Thank you!