The Milk Processor **Education Program**

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NO MATTER WHAT

In 2002, Wrigley set out to make Orbit the first true power brand in the gum category. Leveraging the insight that feens and young gouls feel their best when their mouths are clean, a compaign was developed that demonstrates in a fun, with manner that Orbit can clean up any mouth, no matter how dirty. Only two years into the compaign. Orbif overtook its main competitor and now leads. in sales 2:10-1 with overall sales increasing 400% since tounch.

THE MILK MUSTACHE CAMPAIGN

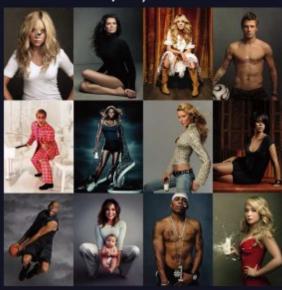
The Milk Mustache compolar put a new tace on a bland commodity. For 13 years, over 250 of the world's biggest celebrities have appeared in the now famous Mik Mustache compalgn. From the start, the goal of the campaign has been to smash the commodity cycle and establish milk as a beverage worth. paying more for. The compaign has helped reverse a 30-year decline in mik sales and along the way has become a pop-







Thank you, Lowe NY.



The only product endorsed by over 250 celebrities would like to endorse the ad agency that made it happen.

The Milk Processors Education Program thanks Lowe NY for creating one of the most successful ad campaigns in history and earning us a Sustained Success Effie Award.

