

Freshest Fits repositions Trident as a brand that proves healthy choices can still be bold, flavorful, and culturally relevant. While Trident is widely recognized for its long-lasting freshness and dental benefits, some consumers perceive sugar-free gum as less exciting than its competitors. This campaign challenges that assumption by reframing freshness as a form of personal style.

The central idea asks: *What if chewing Trident made your teeth feel so cool it's like they're wearing the flavor in style?* **Freshest Fits** connects flavor to self-expression, encouraging audiences to “dress” their teeth in the freshest looks by choosing Trident. The campaign introduces playful, illustrated tooth characters styled in fashion pieces inspired by Trident’s iconic flavors—turning oral care into a visual and cultural statement.

Bold typography, vibrant color palettes, and an energetic visual system modernize the Trident identity while remaining true to the brand’s recognizable assets. Messaging such as “Give Your Teeth Drip” and “Wearing Trident Is Like…” taps into contemporary language and social trends, positioning dental hygiene as something confident, fun, and shareable.

The campaign extends across multiple touchpoints, including out-of-home billboards, digital billboards, packaging concepts, and a homepage redesign that brings the fashion-forward narrative into the digital space. Each execution reinforces the idea that Trident delivers both flavor and function—without compromise.

By merging freshness, fashion, and oral health, **Freshest Fits** transforms Trident from a practical choice into a lifestyle statement, proving that being good for your teeth doesn’t mean sacrificing personality, flavor, or cool.