

The “Focus on You” campaign for Extra Gum is an out-of-home advertising concept designed to promote mental clarity and emotional well-being for Gen Z audiences. Centered around transit advertising and immersive experiences, the campaign transforms subway stations, bus stops, and direct mail into moments of calm within chaotic city life. Bold typography and Extra’s signature blue color create a consistent visual identity, while playful gum-brain mascots encourage interaction and shareable moments across social media. To deepen engagement, the campaign includes a direct mail activation—the Extra Focus Box—featuring a weighted plush mascot and an interactive gum wrapper photo filter, blending physical and digital experiences. Every touchpoint is designed with user experience in mind, giving young commuters quick, tactile, and playful ways to recenter in their day.