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In South Africa it is not common knowledge that there is a difference between chewing gum and bubble gum. The key difference between bubble gum and chewing gum is that the bubble gum is designed primarily to blow bubbles. Hence it tends to be more elastic and stretchier, thus making it easier to blow bubbles. Whereas the chewing gum tends to be smaller in size and chewier. South African will obliterate all that information and stick with what hits home that being a famous bubble gum brand Chappies.

Chappies is one of the long-standing bubble-gum brands in our market that has become a household brand name, its brand equity is evident on the streets. Before our famous search engine invaded our shores, Chappies wrapper (the inside of the packaging) was our light bulb with their “Did you know in 1940...” facts that we would share with friends and family.

If one is carrying a tray of chewing gum that is more expensive (in general) compared to bubble-gum, the masses will ask for of piece of Chappies whether you try to correct that or not; any flavored, elastic like and chewy substance will be called Chappies. The reality that this brand is a monopoly in the minds of consumers is a reality we will have to live with unless something magic pops up.

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