

News Release

Americans Panic When They Leave Essentials At Home

*“Phone, Keys, Gum” Video Starring Comedian Thomas Lennon, Directed by “Role Models”
David Wain Provides Solution*

EAST HANOVER, NJ (June 17, 2013) – What’s worse than leaving your cell phone or keys at home? According to a recent survey by *Trident*, the only things worse than leaving these essentials behind are waiting in line at the DMV or having jury duty*. To ensure this never happens again, a catchy song and dance titled, “Phone, Keys, Gum,” starring Comedy Central comedian Thomas Lennon and directed by David Wain of “Role Models,” will help people remember what’s important.

“Our national survey found that 69 percent of people wish they had gum throughout the day, but only 23 percent regularly carry it with them,” said Leslie Waller, Senior Brand Manager, Gum Communication, Mondelēz International. “‘Phone, Keys, Gum’ brings this daily pocket-slapping ritual to life through song and dance, ensuring that people never leave their essentials behind.”

The long-form mockumentary spotlights Thomas Lennon, who plays the role of Emerson Stone, an expert hooper, ice wine connoisseur and renowned choreographer whose forgetfulness of his essentials inspired him to create an infectious dance move called, “Phone, Keys, Gum.” In this behind-the-scenes “interview,” Stone recalls his journey of bringing the next big dance craze to life, followed by an exclusive performance.

A recent national consumer survey found that 89% of Americans check the house for their phone or keys before leaving. Despite the necessity of cell phones in today’s culture, 86% of Americans believe it is worse to get locked out of the house versus forgetting their cell phone (14%). Additionally, the majority of Americans (69%) wish they had gum during everyday occasions, including after eating (41%), when trying to avoid snacking (28%), while on a date (22%), and after drinking coffee (21%)*.

For more on the “super-exclusive, world premiere, sneak preview, debut performance” of “Phone, Keys, Gum,” including the long and short form video, visit: www.PhoneKeysGum.com.

**The Trident survey was conducted by Wakefield Research among 1,000 nationally representative U.S adults ages 18 and older, between May 22 and May 30, 2013, using an email invitation and an online survey.*

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