

NOSTALGIC... RETRO APPEAL... POP CULTURE MARVEL... *DUBBLE BUBBLE!*



Dubble Bubble®, the first-ever commercially successful bubble gum, has long served as a staple in the diets of adults hungering for a nostalgic nod to tradition.



WHY LAUNCH A *DUBBLE BUBBLE* INSTANT GAME?

- *Dubble Bubble* was the first ever commercially successful Bubble Gum and has been America's Original Bubble Gum since 1928
- Arguably one of the world's most recognized candy trademarks in the world; the first gum to introduce color!
- Currently there are over 200,000 points of distribution in the US alone
- *Dubble Bubble* is an international phenomenon with sales in over 60 countries on 6 continents
- *Dubble Bubble's* "enormous brand equity" led to its purchase by Concord Confections in 1998, resulting in a new image and elevated shelf presence in the marketplace
- Bubble gum is a half-billion dollar-a-year industry with over 40 million pieces sold per day
- *Dubble Bubble's* instantly identifiable crown and oval logo and well-known Pud character will offer a compelling assortment of instant ticket options
- *Dubble Bubble's* position in popular culture creates imaginative marketing gambits to entice players at retail with compelling point-of-sale and creative promotional opportunities, such as Bubble Blowing contests

With enticing *Dubble Bubble*® tickets flavoring your instant ticket lineup, few are likely to resist this indulgence!

BRAND new possibilities

instant **RESULTS**

Dubble Bubble® : 2007 © Concord Brands, ULC

LICENSED GAMES BY

**Pollard
Banknote**