



Award Category: Best Use of Data & Insights





India's No.1 Chewing Gum Brand

Center fresh



880 Crs.
Refreshment Brand
(Nielsen RMS MAT May'25)



Market Leader in Gums
category
(31.2% MS)



Most Penetrated & Youth Centric
Gum Brand
(Nielsen Profiling 2023)



Highest Equity Score within
Confectionery
(Kantar Track 2024)



**Young, male
Early jobber/
college go-er**

**15-24 YO
FUN, EASY GOING
Thrives on social life**

**Doesn't want to waste any
opportunity, wants to maximize all
moments**

**Updated on the latest technology and
trends**

Interests:



Watching
OTT



Playing
sports



Music



Gaming



Street
Style
fashion



Meeting
friends



Our Key Objectives

Center fresh

Marketing Objective

- Grow market leadership by gaining 0.4% market share for Center fresh gums
- Drive consumption of Center fresh gums by building relevance of freshness in everyday occasions

Campaign Objective

- To drive brand salience with high memorability and refresh memory structures using brand assets
- Highlight the functional benefits (freshness) of the product by linking it with a strong consumer insight to craft a robust communication strategy
- Drive the cool & stylish imagery of the brand



**WE EXPLORED MULTIPLE
NEEDS OF FRESHNESS AND
LANDED AT THE FOLLOWING
POSSIBILITY**

OVERTHINKING IS THE PANDEMIC OF OUR TIMES

GROWING UP IN AN
OVERSTIMULATED
WORLD, EVEN GEN Z IS
TRAPPED IN A CYCLE OF
ANXIOUS OVERTHINKING.

SCRUTINIZING EVERYTHING
FROM ACADEMICS, SOCIAL INTERACTIONS TO
DAILY DECISIONS



shezaadakakkar • Follow

Himesh Reshammiya, Shreya Ghoshal...



18h 1 like Reply

— View replies (1)



radha_kumari69 OMG OMG OMG!
Main bilkul aise hi Kai bar Raat Ko
sochati Ho ki agar mujhe kuchh Ho
Gaya to kya hoga! 😂😂😂😂

18h 1 like Reply See translation

— View replies (1)



tapasyathakur55 Aisa lag raha meri
he ek raat ki kahani par kisine video
bana di ho 😂😂😂😂😂😂

18h 1 like Reply See translation

— View replies (1)



11,079 likes

19 hours ago

A POWERFUL INSIGHT THAT CUTS
ACROSS AGE GROUPS & RESONATES
WITH TODAY'S GENERATION AS WELL.

**GROWING UP IN AN
OVERSTIMULATED
WORLD, EVEN GEN Z IS
TRAPPED IN A CYCLE OF
ANXIOUS OVERTHINKING.**

**SCRUTINIZING EVERYTHING
FROM ACADEMICS, SOCIAL INTERACTIONS
TO DAILY DECISIONS**

**Mai Un
Baato Ko Lekar
Pareshan Hun
Jo Abhi Tak Hui Bhi
Nahi Hai**

The Teenagers Favourite

Overthinking >>> preparation

Just overthinking, Indian fans!



kahi humare players dosti mein
aakar apna aggression na bhul jaae





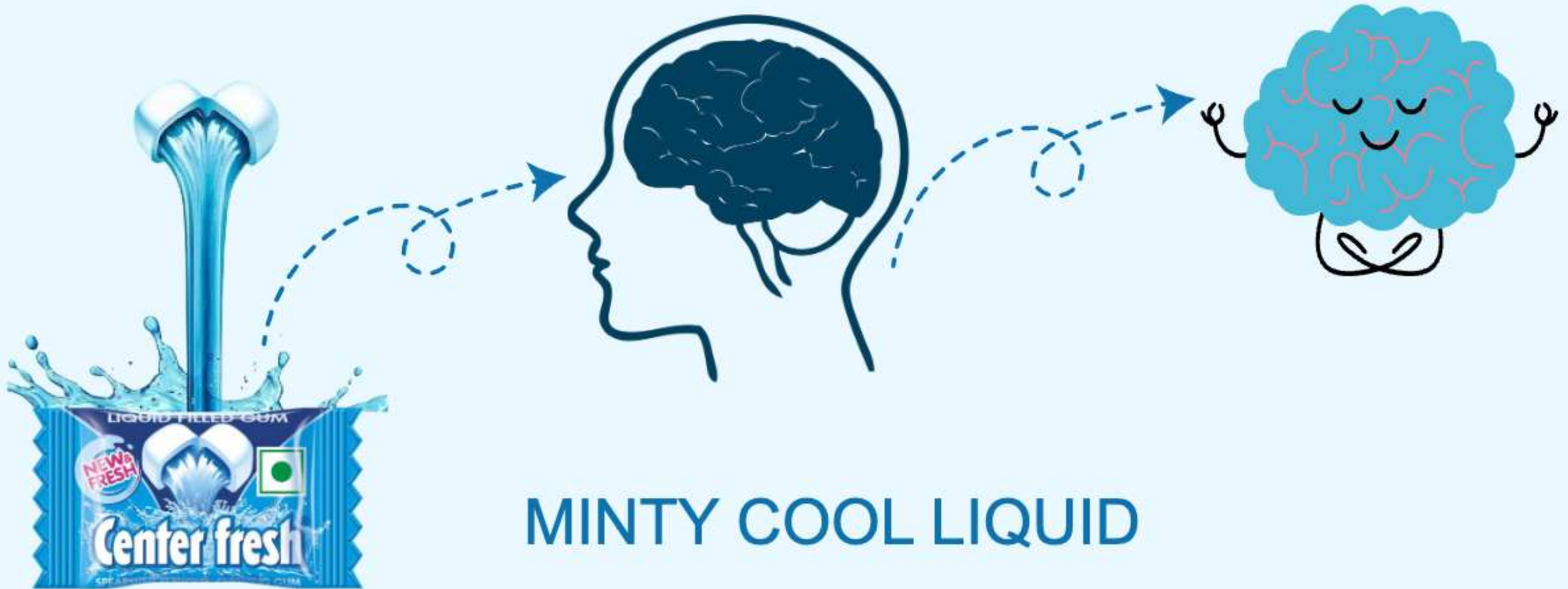
"I often get stuck in a mental loop, overcomplicating things by imagining the worst!"

**Center Fresh with its blast of minty freshness
snaps you out of your mental overdrive, and
brings you back to the moment**

CENTER FRESH
DO NOT OVERTHINK!

Overthinking?

Center fresh



MINTY COOL LIQUID

FRESHENS YOUR MIND

PRESENTING

Center fresh



**DIMAAG PE
RAKHE LAGAAM**



**WE FURTHER EXPLORED
EXTERNAL SOURCES TO
SUBSTANTIATE THE DEPTH OF
THIS OVERTHINKING
PHENOMENON**

ONE NATION, ENDLESS THOUGHTS: THE INDIAN OVERTHINKING REPORT

A CENTER FRESH CONSUMER STUDY

Center fresh

**WE JOINED
HANDS WITH**



**A NATION WIDE SURVEY
TO KNOW WHAT IS INDIA
OVERTHINKING ABOUT**

**Across GEN Z ,
GEN X &
MILLENNIALS**

T1

**ACROSS
REGIONS**

T3

T2



CENTER FRESH PRESENTS 'INDIA OVERTHINKING REPORT'

Center fresh



Did you know 81%
people Overthink
for 3 hrs Daily?

SCAN THE QR
CODE TO READ



More Brainpower On **Pizza** Than **Politics**

63% people think more on what to order than the national elections!



Mindful or **Mind Full?**

81% Indians admit to overthinking for at least 3 hours daily!

1 story, **100 doubts!**

35% people spend at least 5 hours contemplating before uploading an Instagram story.

OK = **OH NO!!**

This one word reply from a boss is a full-blown red alert for **23% people**.

A deleted message from the Boss sparks a thousand imaginary problems for 42% of Indians.

Launched 'India Overthinking Report'

with



33 M+
Subscribers

16B+
Views

70k+
Videos

PODCAST FOR REPORT LAUNCH

Center fresh

Center fresh x 



India's most trusted voices
come together!

• • • • •

Catch the chat here!

Center fresh  THE LALLANTOP

OVER THINKING

पर इससे धांसू किस्से नहीं सुने होंगे!

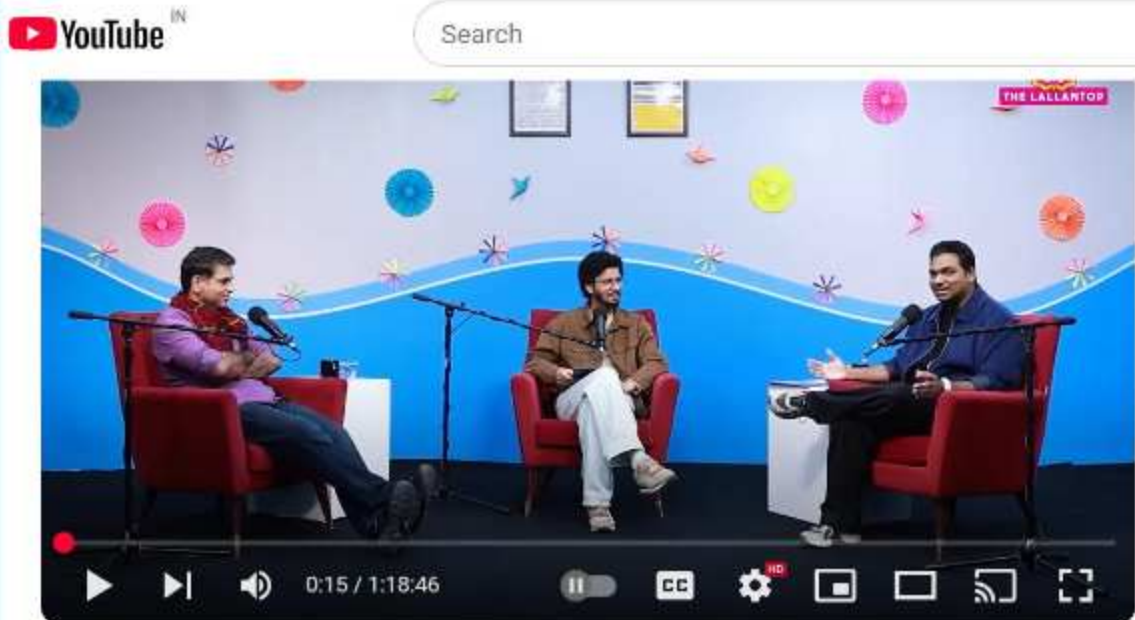


पूरा वीडियो देखिए 02 अगस्त | दोपहर 03 बजे

[@thelallantop](#) [thelallantop](#) [@thelallantop](#) [@TheLallantop](#) [Lallantop App](#) [www.thelallantop.com](#)

DRIVING CONVERSATIONS AROUND OVERTHINKING WITH BRAND CONNECT

Center fresh



Zakir Khan और Saurabh Dwivedi ने बताए Overthinking से निपटने के अचूक उपाय, Kuldeep के फंडे भी मज़ेदार



The Lal...
34.2M...

Join

Subscribe

18K



Share



1.3M views · weeks ago #Centerfresh #DimaagPeRakheLagaam #IndiaOverthinkingReport
In this video, Zakir Khan, Saurabh Dwivedi, and Kuldeep Mishra talk about overthinking. They explore how our minds spiral over the smallest decisions, whether it's planning a date, ordering food, or

10 Mio. +
Views

140k +
Engagement



दिमाग पे लगाम लगाना
ज़रूरी है



“बॉस को लगता है दुनिया
का काम उन्हीं के पास है”

STRONG EARNED PR COVERAGE WITH ORGANIC PICKUP

Center fresh

290+ Coverage
(Print + Digital)

INR 83.1 Mio Worth PR
(Print + Digital)

2.74 Bil reach

A simple 'Ok' from your boss can increase your stress levels, reveals new study; Indians lead the way in overthinking

A new Center Fresh-YouGov study reveals 81 per cent of Indians overthink for more than three hours daily, stressing over messages, food choices, and social media posts, with many turning to technology for clarity.

Written by [Anish Desh](#)
August 1, 2023 14:30 IST



Overthinking a constant habit; 1 in 3 Indians using tech tools like ChatGPT, Google for help: Survey

NEW DELHI: (Aug 2) Choosing a dish at a restaurant or making a gift purchase decision, a growing number of Indians are turning to technology to navigate overthinking, which has become a part of daily life of the people, as per a survey.

New age digital tools as conversational AI platform ChatGPT and search engine Google, are found to be increasingly used by Indians for clarity, in case they are faced with uncertainty, said a joint report from Center Fresh and YouGov.

81% of Indians overthink daily for over 3 hours, finds Center Fresh-YouGov study

Overthinking is also high when it comes to social media. 61% of Indians, especially Gen Z and women, say they spend at least five hours overthinking whether their Instagram story is worth sharing.

By [STORYBOARD](#) | Aug 1, 2023 12:35 PM

X in



The study also found that one of three Indians use Google or ChatGPT to help them with their overthinking.

Indians are overthinking for three hours or more daily, suggests India Overthinking Report

TNN / Aug 02, 2023, 17:08 IST

Indians overthink daily decisions, relying on tech for clarity



A new nationwide study by Center Fresh and YouGov reveals the extent to which overthinking has become a part of daily life in India - not just in moments of crisis, but in the smallest, most routine decisions. A first of its kind, the "Center Fresh India Overthinking" report finds 81% of Indians spend over three hours a day overthinking, with one in four admitting it's a constant habit. Whether it's replying to a message, choosing what to eat, or posting on Instagram, the data highlights a widespread culture of second-guessing that cuts across generations and geographies.

THANK YOU