**Competition**

[Cadbury](https://www.theguardian.com/business/cadburyschweppes) is tonight kicking off its £10m campaign to launch chewing gum brand Trident and break Wrigley's 95% market share in the UK.

The first TV ad calls on the nation to join a "gum revolution" - a clear dig at the virtual stranglehold monopoly Wrigley has over customer choice.

The TV campaign, developed by ad agency JWT, will be supported by outdoor ads and a digital campaign by AKQA.

Cadbury launched Trident, its first chewing gum in the UK, at the end of last month.

John Phillipson, the head of marketing for Trident, said the aim of the campaign was to "inspire UK gum chewers to consider a truly new and different kind of chewing gum".

Media planning and buying has been handled by Starcom and an "experiential" marketing campaign will be handled by RPM.

Wrigley is upping its marketing strategy to fight off the new arrival.

On Friday Wrigley’s Extra signed on as the official chewing gum of the Premier League.

The deal will run until the end of the 2009/10 football season and be supported by a TV campaign, developed by ad agency Bray Leino, from April.