

adrants

Momints Calls Ice Breakers Campaign Bubble-Headed



No sooner do Hailey and Hilary Duff (what's with parent's obsessive need to make their kid's names rhyme or begin with the same letter?) become the new talking heads for Hersey's Ice Breakers mint do we receive some anti-PR from competing mint company, Momints. Positioning themselves as the intelligent choice to the bobble-headed Ice Breakers, the press release reads, "Not every company wants bubble-headed celebrity siblings who feign disputes over whether a product is liquid or ice a la Hershey's Ice breakers with the Simpson sisters, and now Hilary and Haylie Duff. Momints, America's original and boldest liquid filled breath mint, has just announced a search for a brainy spokesperson who's able to identify the contents of Momints. Momints' manufacturer, Westfield, NJ-based Yosha! Enterprises, invites these intellectually gifted consumers to apply at www.momints.com

The release goes on to skewer its larger competitor and clarify its position as the company that started this whole liquid filled breath mint thing. "Siblings worldwide are in unanimous agreement that Momints is liquid, according to e-mails and letters received by Yosha! Enterprises, the manufacturer of Momints, the original liquid filled breath mint that was introduced to the American market in March 2003. While a Johnny-come-lately Goliath liquid mint brand features a series of confused celebrity siblings who are unable to discern liquid from ice, Momints, the original liquid mint - and strongest on the market - has continually attracted intellectually gifted and sophisticated consumers who can differentiate solid bodies from liquid ones. The winning spokesperson, who will receive a lifetime supply of Momints, will embody the bold innovation and sophistication of the Momints brand."

We love a good underdog story.

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