

Welcome to the Martians Reunited monthly newsletter. This month we are delighted to feature Wrigley's 5™ gum, both in the very elegant brand advertising across the site and with the story of the launch and its success to date. And there is a new layout to the Home Page, just uploaded, as well (full details on both of these below).

To save this and other Martians Reunited Newsletters from getting swept up by an overzealous filter, please add our "From" addresses (Editor@martiansreunited.com, Lis.Long@martiansreunited.com and Mike.smith@martiansreunited.com) to your address book or internet service provider's list of accepted email addresses. This is becoming increasingly important. EarthLink and AOL, among others, have recently made delivery of the newsletter impossible to many of its users who do not specifically white-list us. And we are finding that many of our emails bounce back from Martians with vigorous spam filters in place. That's OK, though disappointing, if you don't wish to receive communications from us - but frustrating for you if you do want to hear from us but are blocking our emails without realising.

Have you updated your profile recently? When you signed up you were asked to give only very brief details - why not visit Member Profile (on the top menu), check what's there, and fill in some more information and perhaps a photograph?

Current Martiansreunited.com membership figures:

Active members	Current associates	Former associates	Countries represented	Gender balance
2143	620	1523	41	66% m 34% f

News

Stimulate your senses with 5™ Chewing Gum - Wrigley's new lifestyle brand

Black is officially back as Wrigley launches a new premium accessory to hit the high street: the new 5™ gum. Based on the successful introduction in North America, the new brand is now going global and launches in Spain, the UK, Germany and France.

The new 5 chewing gum takes inspiration from the five human senses and offers invigorating "feel as you chew" sensations that stimulate the senses and wake up the taste buds. It will be introduced with three flavours: ELECTRO™, a tingling spearmint flavour, COBALT™, a cooling peppermint and PULSE™, a crisp tropical flavour. Its sleek black box and distinctive minimalist graphics are designed to make 5 gum the must-have lifestyle accessory for image-conscious young adults who constantly seek new experiences.

Please look out for the international 5™ gum ads, which link to the local brand sites, on the website; you will also find on the site an introduction to the launch and individual marketing reports for Spain, the UK, Germany and France.

News

Also highlighted this month is a bumper collection of other news items - covering projects and events in Latin America, Poland, India, the Congo, Belgium, CIS... etc. Please visit the News Archive to make sure you can read them all, as they won't all fit on the Home Page.

Which leads me to the other thing you may notice about the site when you next log on - the newly dynamic Home Page. All the three lower sections of the page are now dynamised, so that new articles, as they are uploaded to other parts of the site, are also featured on the Home Page and so you can see at a glance

what's new on Martians Reunited.

So on the right, we have links to the most recent six news articles and on the left, some of the most recent items uploaded to the Careers and Business section. In the central section you can view recent posts to the Forum and a couple of the Professional Services advertisements. These will feature randomly on the page so that all advertisers have an equal chance of exposure. And if you want to see them all, either visit [Professional Services Advertisements](#) or click on [Home](#) repeatedly until they've all come up!

In the USA, the initiative Reaching out to Retirees that we told you about in June, is going well. One great consequence is that quite a few of the US Retirees' group have since joined Martians Reunited and we are delighted to welcome them. We have also had some very useful feedback from them on how to make the site easier and more intuitive to join, and will be implementing in the near future many of the suggestions, as well as making the FAQs a bit more comprehensive.

That's it for this month - please do keep the ideas, comments and contributions coming.

And if you are just off on holiday, have a great time.

Mike and Lis

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