

CASE STUDY: FOOD SHOULD TASTE GOOD SUPER BOWL OUTREACH

Breaking Through the Clutter on a Crowded Shelf

THE CHALLENGE:

Secure coverage of Food Should Taste Good (FSTG) tortilla chips as a must-have game-day food while highlighting its healthy attributes in a crowded snack-food category during Super Bowl. The Super Bowl is known as one of the most popular snacking occasions of the year and is a must-have sales period for chip brands. Limited by no advertising dollars, the brand could not compete with the mainstream snack companies on the same playing field so Bullfrog & Baum (B&B) looked to alternative avenues for coverage opportunities and a share of the media spotlight.

THE SOLUTION:

B&B created unique story angles targeted to audiences often left out of Super Bowl focused media — women and healthy eaters. We positioned FSTG as a healthy alternative to traditional game-day snacks and utilized healthy dip recipes in pitches such as:

- “Unexpected Chips & Dips Pairings Take Center Field This Season”
- “Keep the Flavor, Lose the Fat: Super Bowl Snacking”
- “Girl’s Guide to Entertaining”

Outreach was conducted to a number of media targets, including top-tier women’s magazines and their online versions; daily newspapers in top DMAs and football-focused regional markets and food websites.



THE PROGRAM:

Top-tier regional and national print and online outlets were targeted beginning in October 2010 (long-lead) and early January 2011 (short-lead).

In order to stand out from competing brands, we utilized a creative football-themed entertaining mailer to key long- and short-lead media. The lifestyle angle generated editorial interest in FSTG while reinforcing brand positioning as a healthy snacking option for game-day spreads.

THE RESULTS:

Outreach resulted in coverage of FSTG in outlets such as *Whole Living* magazine’s website, the *Philadelphia Inquirer*, the *Woman’s Day* “Snack Smart” blog, *Glamour* magazine’s “Vitamin G” blog and *Family Circle*. In total FSTG was included in 14 media placements, including one long-lead print publication, one short-lead national publication, one local broadcast segment, one local print publication and ten online placements for a total of more than **42 million media impressions** during the Super Bowl centric media blitz.

GLAMOUR

The Philadelphia Inquirer

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