

## CASE STUDY: RESCUE REMEDY

### Tax Day Consumer Outreach Activities 2010

#### THE CHALLENGE:

Position Rescue Remedy as the leading all-natural stress relief product for every day situational stress. Our task was to bring awareness for a product with a large cult following in the U.S. but limited visibility in the U.S. mass market. The brand wanted local coverage in a large market.

#### THE SOLUTION:

Bullfrog & Baum (B&B) developed a direct-to-consumer and media-targeted event for Tax Day — one of the most stressful days of the year — in one of the country's busiest cities. B&B created the Rescue Remedy Task Force with Brand Ambassadors who "picketed stress." This crafted a unique story angle for local and short-lead media coverage and garnered customer attention by handing out samples and product information.



#### THE PROGRAM:

On Tax Deadline Day (April 15, 2010) Rescue Remedy "Protested Stress" and blanketed New York City to invite harried consumers to Rescue Their Day during one of the most stressful days of the year.

- April 15, 2010 from 6a.m. to 2p.m. outside the general post office (33rd and 8th Avenue), eleven Rescue Brand Ambassadors picketed stress
- "Rescuers" rallied New Yorkers with chants of "Stop Stress Now, Rescue Your Day" and "Rescue Your Day the Natural Way"
- Rescue Energy, Rescue Remedy and Rescue Cream product samples were handed out to New Yorkers coming and going from the post office
- One thousand surveys querying stress levels were completed
- Rescue postcards with stress relieving tips and a link to Rescue coupons were passed out along with samples

#### THE RESULTS:

Street team activity and media outreach garnered coverage from three local broadcast news outlets: WCBS (two live shots), WNYW (four live shots) and WNBC (three live shots). Each news channel dedicated several segments to our tax day protest, including in-studio stories about tax day deadlines and stress management and live, on-location coverage.

