



The Fresh Ideas Group



Case Study: Muir Glen Organic Tomatoes

Campaign: "Tomatoes True to Flavor"

Objective:

Build brand awareness in both culinary and mainstream media outlets and to create consumer appeal via media advocacy. The company's slogan, "Tomatoes True to Nature," indicated to FIG that the company was better positioned in the environmental camp than in the culinary world.

Campaign:

This campaign hinged on three strategies:

- 1) Tie Muir Glen's superior flavor with organic practices. "Flavor Starts at the Farm" become a key message.
- 2) Find "true believers" in Muir Glen's superior flavor and leverage consumer loyalty through media publicity and events.
- 3) Focus on flavor, which was radical because, at the time, "organic" was seen as a solid positioning. FIG believed that Muir Glen needed to be more than just "organic" to establish long-term brand loyalty.

These strategies were executed through intense media relations and follow-up to press releases, alliance building through a media dinner with a blind tasting, and a media tour at Muir Glen farms.

Results:

The Fresh Ideas Group exceeded all objectives with a total of 10.8 million media impressions and an advertising value of nearly \$82,000. More important, the campaign translated to hard sales for the Fire Roasted Tomato launch where the company had difficulty keeping up with demand. Muir Glen developed true relationships with the media and has become an editor favorite, often cited in "Best of" columns and given "Thumbs up" ratings.