



## The Fresh Ideas Group



**Case Study:** Applegate Farms

**Campaign:** Traditional Italian Deli Meats Product Line Launch

### **Objective:**

Launch Applegate Farms' new line of traditional Italian deli meats (made without the use of antibiotics, artificial ingredients, coloring agents or chemical preservatives) during the 2001 holiday season. Heighten consumer awareness through media hits in top-level newspapers; establish Applegate Farms as a leader and resource.

### **Campaign:**

The Fresh Ideas Group developed a special mailing for the product line that conveyed quality, culinary excellence and reverence for tradition, which included a press release, a fact sheet, plus artful and inventive product sample. The press release and samples were mailed out, and followed by intense media relations to support the materials.

### **Results:**

All objectives were exceeded, with a total of over 1.6 million media impressions, worth over \$49,000 in advertising value. Results included a story in *The New York Times* written by food editor Marian Burros and including a color shot of the products.