

Linhart Public Relations / Educating Families about What's Really in Bread

Challenge

In January 2008, research showed that nearly 75 percent of consumers had tried organic foods and nearly 30 percent were consuming them on a monthly basis. Nationwide, however, organic bread was only being consumed in 7 percent of households, and Rudi's Organic Bakery had little more than 1 percent of that market. In spring 2008, Linhart PR was challenged to increase awareness and sales of Rudi's Organic products among Colorado consumers.

Strategy and Action

The team executed an education campaign that included: 1) a "Get Real Bread" event inviting shoppers to trade in old breads for a free loaf of Rudi's; 2) a partnership with The Lunchbox Tour, to educate parents about packing healthy lunches for their children; and 3) media outreach against these events and editorial calendars.

Results

Sales of Rudi's Organic products increased 20 percent in Colorado during the education campaign. Over the course of the campaign, we generated more than five million media impressions, and post-campaign results revealed a 22 to 30 percent increase in Rudi's awareness with Coloradans with kids 12 years old or younger, and a 23 to 28 percent increase in knowledge regarding high fructose corn syrup.





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