

PR Magic

STRATEGIC COMMUNICATIONS • PUBLIC RELATIONS

Case Study

Gimbal's Fine Candies

Background

Gimbal's Fine Candies, a century old, fourth-generation confectioner, wanted to increase their brand visibility in markets throughout the country through product promotions. They had a history of creating products under other national retailer's brands but were looking to solidify their own name through sampling and traditional pr coverage. Gimbal's had national distribution in several major retailers, such as Wal Mart and Rite Aid, yet faced stiff competition from the larger players in the market, many of whom had multi-million dollar advertising budgets.

Actions

The Larose Group (TLG) identified the top markets in which Gimbal's had the highest sales, as well as top media markets with the highest concentration of prospective new customers. Using a specialized editorial calendar, TLG designed specific public relations campaigns anchored around holidays when media outlets would be covering candy. The agency created mailing lists targeted to food and lifestyle media in the previously identified markets and sent sample product to those outlets in conjunction with corresponding holidays.

Furthermore, TLG identified a niche target market for Gimbal's Fine Candies due to the fact that the candy was "Allergen Free". The firm began conducting grassroots marketing efforts through allergen related organizations such as the Food Allergy and Anaphylaxis Network, the Kids with Food Allergies Foundation, Cupid's Undie Run and many other community support groups. TLG arranged for these organizations to receive samples and distribute the candy at their outreach programs in order to build brand loyalty.

Results

In the two and a half years that Gimbal's has contracted with the Larose Group, they received coverage in outlets such as The Wall Street Journal, Martha Stewart Living, the Food Network, the Price is Right, Real Simple.com, the Chicago Tribune, and many other major regional publications. By illustrating their public relations and marketing results to potential new retailers, Gimbal's was able to increase its distribution to the Dollar Store and to Safeway during the holiday season, as well as successfully launch an online store component of their website.