

PRWEEK

CAMPAIGNS

PRODUCT PR

Green Foods has a blast with new mist

Client: Green Foods Corp. (Oxnard, CA)

PR Team: The TransMedia Group (Boca Raton, FL)

Campaign: "Blast of Grass"

Time Frame: May 21 to Labor Day weekend and ongoing

Budget: About \$50,000

Its name says it all. Green Foods is the leading supplier of natural food supplements made from barley grass. Its flagship product is Green Magma, a nutritious food supplement. The company's green groceries are placed in 99% of the country's health-food stores, but Green Foods wants to go beyond the granola set. And the company knows it's not easy being green: people have an aversion to green food, especially when it smells and tastes like grass.

Green Foods turned to Boca Raton, FL-based TransMedia Group, an agency with experience in food and alternative health PR, among other areas.

Strategy

TransMedia CEO and chairman Thomas Madden learned that Green Foods was developing a new product: a refreshing and skin-protecting barley-grass mist called Blast of Grass. He felt that this item was inherently more fun than Green Magma, and would help introduce the category and get publicity for the other Green Foods products.

In addition, Madden thought that Green Foods had "assets" it was under-using: a number of athletes who were fans of Green Magma and worked as unpaid spokespeople for the company.

TransMedia arranged for Green Foods to have a presence at several events involving the athletes. Madden noticed that the athletes, though enthusiastic about Green Foods products, were not mentioning them in interviews. "They didn't know how to do it and felt shy about being commercial," he says. So he trained them, showing them how to fit in mentions of the product while discussing their fitness.

Tactics

On June 23, Carol Sing, a 59-year-old mother of three who is the oldest woman to swim the English Channel, competed in the 28.5-mile

Manhattan Island Marathon Swim around the New York isle, having the green barley mist sprayed on her before, during, and after the race. Before and after Sing's swim, the agency hired models – clad in green scarves and grass skirts – to stand in front of three GNC locations in Manhattan, offering to squirt passersby with Blast of Grass and inform them that Green Magma was available for purchase in the store. (The spray will be on shelves in September.)

In July, TransMedia and Green Foods took the unusual step of putting out a release thanking H.J. Heinz for breaking the color barrier with its green ketchup. "They have opened doors by spreading the word that green is good," says Dennis Hoth, Green Foods national sales and marketing manager. "We appreciate their help."

Results

Media outlets covering the athletic events and Blast of Grass include London's *The Guardian*, *The San Diego Union-Tribune*, *AdWeek*, *Acting World*, WCBS radio (New York), WSPD-TV (Toledo, OH), FOX 6 News (San Diego), KTYD (Santa Bar-bara, CA) and Wireless Flash News (www.flashnews.com), which serves over 800 media outlets.

During the New York tour, TransMedia paid a spectator \$10 to secure a key position on the rail outside the *Today* show studio. A publicist wearing a cowboy hat and grass skirt got the product on camera during Kenny Rogers' outdoor performance.

"We're picking up steam," says Hoth. "It's the most I've seen of publications actually picking up



Green Foods... hired models to spray passersby with new mist.

Being sprayed here is Thomas J. Madden, TransMedia Group's Chairman

this stuff. We are very excited about the coverage."

Future

TransMedia and Green Foods will continue to use athletes to promote the green products. Green Foods also plans to have a VNR out in September.

Thom Weidlich

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