

Riger

R E P R I N T

Please pass this article along to all who might find it of value:



Reprinted from the *Riger Update* newsletter. To receive future newsletters, subscribe using the "request info" page at www.riger.com.

For more free articles on advertising and marketing, visit the "knowledge base" at www.riger.com.

Case History: "1% or Less" Campaign

Riger Advertising mobilized to help urge area milk drinkers to switch from whole or two percent milk to one percent or fat-free. The "1% or less" campaign was sponsored by the Broome County Health Department, American Dairy Council, local dairies and supermarkets, and United Health Services.

Television, radio, print and point-of-sale messages highlighted the fact that nine out of 10 people actually preferred the taste of one percent or fat-free milk in blind taste tests. So milk drinkers can get all the taste, all the calcium and vitamins of whole milk, without the fat and calories. The campaign pointed out that switching to one percent or fat-free is one of the easiest and most important "exercises" people can do for healthier hearts.

The Results

Sales of one percent milk in the Binghamton area jumped by 21%, and fat-free by 11% following the campaign. Overall, milk sales increased by 5%, according to figures supplied by area groceries to United Health Services. More than 50% of Broome County residents now drink either one percent or fat-free milk, compared to the national average of 30%.



Fred Riger
Advertising
Agency, Inc.

Fred Riger Advertising Agency, Inc.

53 Chenango Street • PO Box 1623 • Binghamton, NY 13902-1623 • Phone 607.723.7441 • Fax 607.723.7623 • E-Mail agency@riger.com • Web site www.riger.com