

CASE STUDY:

Procter & Gamble – Fat Free Pringles

Situation: Shank Public Relations Counselors managed local media relations and public events when Indiana was selected as the second test market for the product introduction of Fat Free Pringles. This was Procter & Gamble's first consumer product containing Oleo, a substance already under attack by the Center for Science in the Public Interest.

Fat Free Pringles were so new and potentially controversial that it was essential to P&G to get chips into the hands (and mouths) of health-conscious upper-income consumers.

Program: Shank Public Relations Counselors arranged for media relations and a product introduction event with product giveaways on the iconic Monument Circle in the heart of downtown. We also managed event sponsorships and product sampling logistics at:

- the week-long RCA Tennis Championships
- the two-day Talbott Street Art Fair
- the Indianapolis 500 Festival Mini Marathon (the nation's largest mini marathon)
- Indianapolis City Market (a busy lunch venue for downtown office workers)
- two Indiana Pacer games and
- an Indianapolis Indians (minor league baseball) game.

All tasting events included trained servers and a dietician who could handle any product or nutrition-related questions.

Results: The product was successfully sampled and enjoyed by thousands of potential consumers in Central Indiana, giving P&G the confidence to offer the product nationally. Shank Public Relations Counselors subsequently managed the product introduction in seven additional markets across the U.S. for the national roll out.



