

## Cookerly Launches New “Chip on the Block”

### Overview

Introduced in 2005, PotatoFinger Potato Chips are the “chips with an attitude!” Always sassy and fresh, these award winning chips are the boutique chip for the masses. With distinct, elegant packaging, they can be served as an everyday treat or taken to a dinner party with a bottle of wine. 100% all natural and made with no trans fats, these gourmet chips are a healthier snack alternative. In a market already saturated by well-known brands, PotatoFinger sought to distinguish the product as new and unique.

### Objectives

Cookerly Public Relations was charged with establishing a strong public relations foundation to promote the brand, and subsequent brands, for vibrant growth. The mission was threefold: to boost name recognition, visibility and awareness of the company, its strengths and successes; to establish PotatoFinger as the market’s brand of preference, expanding the reach with current customers; and to stimulate new business capitalizing on PotatoFinger’s unique positioning as the sassy, fun boutique chip.

### Strategy & Tactics

A comprehensive media relations plan was developed including local, trade and national media targeting specialty stores, supermarket buyers/retailers and consumers to quickly increase the visibility of Potato Finger potato chips

The agency positioned PotatoFinger representatives as expert resources for the media while also positioning the brand as a high-end snack food. To clearly differentiate the “newness” of the product, key messages highlighted the unique story behind the chips, including the personal story of the owner, the company’s “attitude” as the sassy newcomer in a David versus Goliath market; and the quest to develop PotatoFinger chips as a healthier snack alternative.

To ensure maximum exposure, Cookerly developed campaigns to creatively take advantage of special events including the Super Bowl and National Potato Chip Day, developed a community outreach plan highlighting sponsorship opportunities to establish strategic partnerships, and identified key industry trade shows and strategic partnerships for PotatoFinger to increase business opportunities.



### Highlights

Cookerly rapidly ramped up visibility for the PotatoFinger brand, implementing a highly targeted public relations effort that focused on the company’s unique positioning as “chips with an attitude.”

PotatoFinger was showcased in more than 45 media placements including *Atlanta Journal-Constitution*, the *Atlanta Business Chronicle*, *Supermarket Guru*, *Gourmet Retailer*, *Bon Appétit Magazine* and *Cooking with Paula Deen*. The product was also featured nationally on *The Rachael Ray Show* and locally on *Good Day Atlanta*.



## Results

In the first eight months, Cookerly secured more than 45 media placements in a broad range of regional, trade and national media outlets, rapidly raising awareness for the product among distributors, retailers and consumers. Coverage included print, radio, online and national and local TV exposure.



Highlights included a national television spot on *The Rachael Ray Show* and print placements in *Bon Appétit* and *Cooking with Paula Deen*. Feature stories in the *Atlanta Business Chronicle* and the *Atlanta Journal-Constitution*, a sofa chat on *Good Day Atlanta* television, and radio coverage on several stations including *Star 94-FM*. In addition, placements in key trade publications including *Gourmet Retailer*, *Supermarket Guru* and *Deli Business* and a four-page company profile in *Potato Processing International* led to multiple new business opportunities.