

PRWeek

CAMPAIGN

PRWeek Campaign of the Year 2010

Winner

Ketchum and Dreyer's Ice Cream: Dreyer's Beat the Blues with a Taste of Recovery

Winner of the Consumer Launch Campaign of the Year, Ketchum and Dreyer's take the top honor for planning and executing a creative campaign that delivered where it matters most – an increase in sales – all within three months.

With both consumer optimism and ice cream sales declining, Dreyer's and Ketchum created a campaign that used the recession to the company's advantage.

Serendipitously, 2009 marked the 80th anniversary of the "Rocky Road" flavor Bill Dreyer and his partner Joseph Edy had created to cheer people up during the Great Depression. The team celebrated that occasion by introducing a limited edition flavor called "Red,



White and No More Blues" that kicked off "A Taste of Recovery" campaign to both highlight and optimize Dreyer's legacy of cheering up Americans during tough economic times.

A national contest drew on the concepts of "job" and "salary" to help capture media and consumer attention. The contest called for consumers to submit

videos explaining a personal dream they would fulfill if they earned \$100,000 for scooping ice cream. Monster.com posted the "job" opportunity. A media blitz was conducted with the winner.

Judges lauded the spectacular results. They were particularly impressed with the sales impact, as sales of Dreyer's Slow Churned Limited Editions increased 25% over the previous year. Media impressions totaled 46 million media (nearly double the 25 million goal). The contest yielded 85,689 online visits and more than 14,301 entries during a 48-day period, while Monster.com drove 14,474 visitors to the contest site.

This campaign tied creatively into the economic times, built upon the history of the brand, and produced an outstanding business result. Those factors helped lift this launch to *PRWeek's* choice for Campaign of the Year.

The Award

Of all the outstanding campaigns we honor this year, choosing one for this accolade was no easy task. This award goes to the campaign that not only epitomizes the very best in PR ethics and tactics, it also displays the power of PR to help overcome tremendous obstacles.

Finalists 2010

- Fleishman-Hillard and Fix Housing First Coalition: Fix Housing First
- Fleishman-Hillard and St. Baldrick's Foundation: Shaving the Way to Conquer Kids' Cancer
- IBM: Rebranding IBM for a Smarter Planet and a Broader Audience
- Ketchum and Dreyer's Ice Cream: Dreyer's Beat the Blues with a Taste of Recovery
- Pfizer: Launching Pfizer's MAINTAIN (Medicines Assistance for Those Who Are In Need): A Free Medicines Program for Newly Unemployed Americans



PASSION AND PRECISION IN COMMUNICATION

www.ketchum.com

