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**Positive Results Case Study**

## **Clabber Girl: 10 to 1 Return on Public Relations Investment**

### **Problem**

Clabber Girl Corporation produces Clabber Girl Baking Powder, the number-one selling baking powder in the United States. In 2005, concerned that accidental peanut and tree-nut exposures can cause anaphylactic shock for more than 3 million Americans and can result in 150 to 200 deaths per year, Clabber Girl voluntarily converted its baking products factory to a peanut-free facility, the first of its kind in the U.S. The company also introduced a new multi-purpose, peanut-free baking mix, offering consumers “from scratch” taste and quality along with the assurance of PEANUT-FREE production standards. The baking mix was test marketed in several cities, and Clabber Girl needed to bring the new product to the attention of bakers and shoppers in the most credible way possible.

### **Solution**

In the fall of 2005, Clabber Girl partnered with MillerWhite for a public relations project that would both promote the test marketing of baking mix and introduce its production facility as the first in the country to be audited peanut-free. “Public relations sends a credible message,” Clabber Girl’s public relations manager, Teresa Shaffer, said. “MillerWhite had a software they could use to target specific publications, both by demographic area as well as trade magazines targeted to the audiences we needed to reach.” Utilizing its strategic media contact software, MillerWhite sent a press kit to media outlets in the three cities and to national food and baking industry trade publications. The kit included product samples and information about Clabber Girl Corporation, the new baking mix and peanut allergies. Follow-up calls encouraged media to use the information on the air and in their columns.

### **Results**

“The results were that we were able to get articles placed in some national publications – Baking & Snack Magazine, American Cake Decorating and Chef Magazine – which we had targeted,” Shaffer said. “Also we were able to get several newspaper articles in the target markets where we were introducing the baking mix. By creating the brand recognition with the public relations campaign, we could then go in and follow up with commercials and let people know about our product. We received approximately \$215,000 dollars worth of media and got about a 10 to 1 return on our investment.” These results demonstrate that a newsworthy story and a well thought-out and implemented public relations plan can be of highly beneficial and affordable value as a marketing tactic when introducing a brand, product or service to the market.