

## WordBridge Work Sample

### A Pear Refresher

When I joined the Pear Bureau Northwest, pears were in need of a public relations makeover. Two key issues hampered pears public image. The first was that even though pears are available year-round, coverage of pears was limited to the fall. The second was a low consumer understanding about correct pear ripening. A ripe opportunity presented itself when the USDA unveiled new dietary guidelines in 2005, which listed pears as the number one fruit on USDA's list of best fiber sources.

To leverage the timely news from the USDA, I established a two-pronged media campaign to refresh the pear's image and generate national and local media coverage. The goals were to secure national editorial placements featuring three key messages: Health benefits of pears, proper pear ripening and versatility of use.

The first phase was to use "National Pear Month" in January as a springboard for releasing "nonperishable story ideas" to promote year-round pear stories. The press mailing included an electronic media kit, story and recipe ideas, and an assortment of fresh pears.

The second phase was "A Pear Refresher" media tour to the New York City food media. With a limited budget, I had to think creatively to capture the food editors' attention. If I couldn't afford to take them to a spa, I would bring the spa to them. The result was a spa-inspired on-site tour that reached 40 top food editors over four days. The desksides featured research-based pear education, freshly prepared sweet and savory pear dishes and a luxurious hand massage. The tour was conducted in March to expose the media to springtime recipes and ideas while also leaving ample lead time for the traditional fall coverage window.

The results of the campaign and return on investment surpassed expectation. From a budget of \$36,000, directly attributable media clips earned a media value (ad equivalency value) of nearly \$400,000 and 16.1 million impressions.

# PEARS

*a refresher*





# Phase I Tactic



**“National Pear Month” Media Mailing (Jan. 05)**



# Phase II Tactic

## “A Pear Refresher” NYC Media Tour (March)



**Martha Stewart Living,  
Woman’s Day,  
Bon Appetit**



# Results

## “A Pear Refresher” NYC Media Tour Results

- Earned media valued at nearly \$400,000 (AVE)
- 16.1 millions impressions
- **Total PR value: nearly \$1 million!** (not a bad return on a \$36,000 investment)

Clip samples:

Fitness, Aug. 2005

Good Housekeeping, Oct. 2005



DO IT NOW

For a change of pace, grill pear wedges until they soften slightly and their natural sugars caramelize.

### Pear it down

EATING WELL JUST GOT EASIER: SEPTEMBER MARKS the beginning of pear season. They're one of the most delicious ways we know of to help fulfill your daily fiber needs. In fact, pears have more fiber than almost any other fruit—each provides five grams, plus vitamin C and potassium, for a mere 96 calories. To ripen, place in a paper bag for two to five days; when pears yield slightly to pressure at the neck or stem end, they're ready to eat.

**SAVE 250 CALORIES INSTANTLY** New purse-size On the Go packets from Crystal Light contain exactly the right amount of fruit-flavored powder to sweeten up a half-liter bottle of plain water for only 10 calories. In contrast, a 16-ounce bottle of juice cocktail can contain as many as 260! Available in lemonade, raspberry ice, iced tea and peach tea flavors: \$3.29 for a box of

**3%** of American adults are at a healthy weight, consume five or more fruits and vegetables a day, don't smoke and exercise regularly.

**SEAL THE WEIGHT-LOSS DEAL** We know the last thing you need is another countertop appliance, but the Rival Seal-a-Meal Vacuum Food Storage System will help you reach your nutrition goals by increasing your fruit and veggie intake. The contraption prolongs the life of produce so you don't waste money throwing it out. Use it to store lean meats, fish and frozen foods too.

theBest

## Good Housekeeping

### GREAT NEW WAYS TO GET YOUR FRUITS AND VEGGIES

Eating ten servings a day is hard! These products make it easier.



**SEASONED VEGETABLES** Think microwaved vegetables can't be crisp? Birds Eye Frozen Steam & Serve Vegetables has a new sogginess-fighting technology that will change your mind. The six varieties include Spring Vegetables in Citrus Sauce, *far left*. The line from Hain Pure Foods European Recipes is also delicious.

**PEARS** They make a great snack but often get bruised when carried around. Solution: the Pear Packer, *near left*, a protective container that's shaped like the fruit.

**BEETS** Trimmed and steamed, Melissa's Peeled Baby Red Beets, *bottom left*, are ready to eat—and are also free of preservatives.



# Summary



## **PR Program Comes Full Circle**

- Guided by research – program addressed obstacles to pear consumption
- Coverage stretched well beyond the “traditional” fall season
- Successfully impacted article content - ripening tips, health/fiber story, etc.