

NRPR Group &



Team Shares Sweet Success with Legendary Foods in Creating Press Attention for Legacy Snack Products

When New Product Launch Delayed, NRPR Pivoted Media Attention to Older Products and Succeeded

SYNOPSIS

Legendary Foods engaged NRPR in anticipation of the launch of a new nutritious snack. When the product launch ended up getting delayed, NRPR pivoted its pitching strategy to create buzz and media attention around the company's tasty legacy products. The team successfully converted press who were originally interested in the new product into covering legacy almonds and nut butters and also gathered interest from fresh media contacts for the greater part of Q1 2020. In three months, NRPR secured 89 total pieces of press, in top publications such as Healthline, Ketogenic, and Caroline's Keto Kitchen, beating the leading established competitor's press coverage that quarter.



PROCESS // HOW WE DID IT

NRPR met initially with Legendary Foods to determine messaging for the new product line as tasty snacks that people can enjoy while maintaining a healthy, keto-friendly lifestyle. The team then conducted research to gather press contacts based on previous coverage of Legendary Foods and other players in the healthy snack food space. NRPR focused on securing positive coverage in Tier 2 and Tier 3 outlets that reach nutrition, fitness, and keto-diet audiences. NRPR sent product samples to selected press to drive for Legendary Foods. Specifically, NRPR pitched the almond and nut butters with various themes including Valentine's Day, St. Patrick's Day, National Pecan Day and National Peanut Butter Lover's Day. NRPR also drafted the copy and created the design for the mailers to go along with the samples that Legendary Foods sent to the press.



RESULTS

In three months, NRPR secured 89 total pieces of press, beating the leading established competitor's press coverage in Q1 2020 and increased its Share of Voice across the industry. This coverage represented a greater quantity and higher quality of positive coverage than Legendary Foods received previously. The majority of content focused entirely on Legendary Foods products and featured recipes including Legendary products as key ingredients. Top coverage included Healthline, Ketogenic, and Caroline's Keto Kitchen.



8500 Wilshire BLVD. 700 Suite B, Beverly Hills, CA 90211

INFO@NRPRGROUP.COM | NRPRGROUP.COM