

CASE STUDY: Brioschi

CHALLENGE

Brioschi, a century-old all-natural antacid for indigestion and heartburn relief, needed to target potential users with its brand promise during the key selling period that starts with Thanksgiving.

SOLUTION

Block & DeCorso, which had pioneered the use of advertising on newspaper overwraps for the launch of Atlantic Health System, designed an imaginative newspaper overwrap for Brioschi. It was produced for delivery on Sunday newspapers in selected Zip Codes the weekend before Thanksgiving. The exterior of the overwrap featured a message that said: "Gobble. Gobble. Gobble. After gobbling too much...15 second relief is in the bag." The overwrap contained a pouch that held product information, money-saving coupons, and a free sample.

RESULTS

Brioschi experienced significant coupon redemption and a spike in purchases in key markets it was trying to penetrate.

Contact us today to learn how your business can profit from our Brand-Edge™ Process.



Brioschi



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