

## CASE STUDY: Pompeian

### CHALLENGE

The century-old Pompeian Olive Oil came to us for a repositioning of the brand.

### SOLUTION

Block & DeCorso created the positioning line, “Life is good. Pompeian makes it better.” At the same time, we redesigned the labels for Pompeian’s patented bottles to capitalize on the popularity of the Mediterranean diet, and promoted the FDA’s approved health benefits claim with on-pack stickers and copy on the back label - an industry first. Our Internet team developed an extensive website featuring videos of celebrity Chef Nick Stellino preparing recipes and an offer of a “Healthy Table” recipe booklet including three outstanding recipes from Nick Stellino. We also created consumer and trade advertising and a dynamic new format for product announcements. In Public Relations, we captured press, TV and radio coverage with a 100<sup>th</sup> Anniversary event that became “Pompeian Olive Oil Day” in Baltimore. Over 100 international visitors, industry executives, and city and state officials attended the event.

### RESULTS

The brand is capturing greater olive oil market share - moving from #4 to #3 - despite the introduction of many new competitors in the category. Their Red Wine Vinegar is now the leading brand in its category.

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



## BLOCK & DECORSO

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