

# PR WEEK

October 21, 2002

## Jericho to help Goldfish Colors stand out

By **Melanie Shortman**

**NEW YORK:** Pepperidge Farm – the producer of bakery products, cookies, and crackers – has hired Jericho Communications for the introduction of Goldfish Colors, which is said to be the biggest launch in the brand's 40-year history.

The launch announcement will most likely take place early next week, after the completion of a nationwide distribution of the colored snack crackers to grocery stores and mass merchandisers.

Goldfish is one of Pepperidge Farm's most popular brands. Representatives estimate that half of all US households with children under 12 have Goldfish products in them, and more than 85 billion of the bite-sized snacks are consumed worldwide each year.

"This is a loved brand," said Jericho principal Eric Yaverbaum. "It's a brand that any parent knows. We're going to leverage that equity."

Jericho will provide media



**Goldfish Colors... look to make a splash in a mostly orange world**

relations, event planning, and other PR services for the launch announcement, and subsequent special events for the cheese-flavored snack, which is the first to feature violet, red, and orange colors.

"We're going to see an enormous amount of attention," said Yaverbaum. "The event will be press-worthy, and the

strategy will be to multiply that exposure."

In addition to bringing color to the predominantly orange world of cheese-flavored snack food, the upcoming PR push will try to give back to the community. "There will most likely be a charitable aspect to the campaign," said Yaverbaum.

The Pepperidge Farm assignment adds to Jericho's roster of high-profile food and beverage clients. Others include Domino's Pizza, Subway Sandwiches, Carvel Ice Cream, and Cape Cod Potato Chips.

The launch is the latest in a trend for kid-targeted colored food products, following in the footsteps of Heinz's green and purple ketchup, whose success kicked off the entire marketing concept.

According to Yaverbaum, Goldfish Colors should prove to be more palatable to adults as well. "I couldn't do green ketchup," he said. "But these taste great."