

## JERICO FLEXES ITS MUSCLES TO HELP MET-RX GO MAINSTREAM

### MET-Rx Engineered Foods with Jericho Communications

#### The Challenge

- \* MET-Rx is a high-protein nutritional supplement with heavy use among hardcore weightlifters and bodybuilders.
- \* The company wanted to establish brand in non-core markets, create campaigns that targeted “casual” fitness enthusiasts, and establish MET-Rx as the authority on nutrition and fitness.

#### The Jericho Difference

- \* Implemented an “emotional pyramid public relations plan”, in which we would create an emotional connection with the core weight lifting and supreme fitness crowd and then leverage that positioning to other markets such as the casual fitness enthusiasts, women, elderly, teens, etc.
- \* Establish brand by promoting Dallas Cowboy results on MET-Rx.
- \* Establish brand by promoting celebrity results with MET-Rx (Sylvester Stallone).
- \* Expand market and induce trial to high schools by offering steroid trade-in.
- \* Develop trainer surveys to brand MET-Rx to fitness category.
- \* Expand market to “casual” workout consumer by putting police officers on MET-Rx.
- \* Targeted women through body-sculpting program for models.

#### The Impact

- \* Campaigns created national brand recognition.
- \* Local market media saturation for police and model programs.
- \* MET-Rx sales grew from \$80,000 to \$12 million during representation.