

# leveraging the media



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## Background

Dulcinea, a new produce company, asked the Perishables Group (PG) to launch its first product, the PureHeart seedless watermelon. The Perishables Group needed to effectively communicate the features and benefits of this “new to the world” product and gain share in a crowded marketplace. To accomplish this, PG needed to generate consumer awareness of Dulcinea’s new PureHeart seedless watermelon, encourage trial and repeat purchase, build Dulcinea brand equity and maximize value for retail partners.

## Approach

The Perishables Group developed an integrated go-to-market plan to support the Dulcinea brand and introduce the PureHeart watermelon. The market strategy consisted of establishing retail partnerships, executing a 12-week rollout plan, providing research and performance data support and reaching out to consumers through media relations and in-store activities. This integrated marketing approach allowed Dulcinea to position itself as a leading supplier of premium produce.

## Results

The public relations activities generated 51 million media impressions. Highlights included *The New York Times*, *Good Housekeeping*, *Shape*, *Woman’s Day*, *Esquire* and *USA Today* as well as an appearance on the *Oprah* show. In addition, local media outreach efforts secured 77 stories that mentioned Dulcinea’s launch partner retailers.

The media coverage helped generate sales and excitement in the produce department as well. Ninety-seven percent of produce managers surveyed felt PureHeart had a positive effect on their overall melon category, driving incremental sales by bringing new consumers to the melon category. Almost half (47 percent) of produce managers were aware of the media coverage surrounding the PureHeart; 70 percent felt the coverage had a positive impact on sales. Forty-nine percent of consumers reported repeat purchase of PureHeart watermelon; while 74 percent said they planned to purchase the PureHeart watermelon once or twice per month.



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