

The logo for Penn State Pretzels, featuring the text "PENN STATE" in white with a red star between "PENN" and "STATE", and "PRETZELS" in white below it, all on a black rectangular background.

PENN★STATE
PRETZELS

The logo for Press Ahead, featuring the text "pressahead" in a green, lowercase, sans-serif font, followed by a blue square containing four overlapping circles of varying sizes and colors (white, green, and blue).

pressahead

Penn State Pretzels

Penn State Pretzels is the UK's leading pretzel manufacturer. The brand is owned by German snack giant Intersnack that has its UK headquarters in Tanfield Lea, County Durham. Press Ahead was hired to work as part of a national consortium of communication companies to re-launch its premium pretzel brand Penn State.

Objectives

Our PR objectives were to position Penn State firmly in the minds of its 30 something female audience and communicate Intersnack's investment to the brand across a range of consumer and trade titles.

Approach

We used the re-launch to target key marketing trade titles, as well as food and drink publications. Press packs, including a packet of the newly packaged pretzels, were issued to target media titles to create a buzz around the re-launch.

Results

Penn State Pretzels were successfully launched in 2008. Coverage was achieved in key trade titles such as The Grocer and Convenience Store, marketing titles including Design Week and Marketing, and from a consumer perspective, Penn State Pretzels appeared on BBC Radio 4 'The Today Programme' and Big Brother. Press Ahead has been retained to work with Penn State Pretzels throughout 2009 to develop PR around 'The Perfect Night In' focusing primarily on women's consumer press titles.