

# My Thoughts

By JOANNE SPAHR

## Egg advertising off to good start

The other day at around noon I was sitting in my office, supposedly working like the good responsible associate editor that I am when all of a sudden I had an egg attack. It wasn't severe in the beginning but as my hunger gnawed on into the late afternoon I became obsessed. Instead of coming up with a layout for "Homestead Notes" like I was trying to do, all I was doing was doodling eggs on the side of the paper, and I was dreaming incessantly of cheese omelets, egg salad sandwiches, and egg souffles. I couldn't wait to get home for dinner so I could whip

something up with this terrific protein-packed food.

What, you might ask, was the cause of this abnormal behavior? The source was a fabulous full color poster which was sent to me recently by the American Egg Board.

A result of the much publicized check-off system which began the first of the year to promote eggs and spent fowl, the poster is actually an oversized reproduction of one of the magazine ads to come out of the promotion. From what I can see, it's going to sell a lot of eggs. My diet, at any rate, has become a bit lopsided because of it. Actually, all it consists of are eight full color examples of how eggs can be



The incredible edible egg

prepared - poached, hardboiled, softboiled, deviled, in a souffle, in egg salad, in an omelet, and in a breakfast drink, as well as the slogan, "Any time, any place." The photography is excellent as is the layout, so that each item looks delectable, and the poster is a piece of artwork as well. Several non-farm, non-egg-oriented people have commented on the attractiveness of it in the past few days. So, I know it's not just my appetite or my pro-farm bias that is running away with me.

And, this is just one of the many avenues the Egg Board is taking to advertise its product. They have a year round media campaign which will utilize television, network radio, national

magazines, and local market "spot" television in the top 20 markets of the United States. And, during the first six months of the campaign, almost two billion consumer messages will be delivered. Pretty impressive.

There are also 11 recipe books and pamphlets which go along with this campaign including "Dining with Eggs from Dusk 'til Dawn" and "omelets by Candlelight for Two." General consumer information including classroom teaching aids such as lesson plans for poached and scrambled eggs are also available plus retail training aids, in-store promotion materials, and others.

Another advertising key is point-of-purchase materials. Point-of-purchase advertising is the last minute pitch for the product which is beside or near the product on the supermarket shelf. Advertising books and executives will give any number of percentages by which this type of advertising increases the sales of products, but a good example to go by is the American Dairy

Association. This organization has been actively promoting dairy products for quite some time, and they have found that effective use of in-store point-of-purchase materials can increase dairy product sales by as much as 35 per cent. This, of course, depends on the product type, store conditions, and the location of materials.

According to a survey taken by the ADA, point-of-purchase materials increase sales even though shoppers cannot recall a few minutes later what influenced their purchase.

As point-of-purchase materials, the American Egg Board offers mobiles, posters, and shelf strips - all very effective forms of promotion.

So, with this new advertising campaign only in its beginning month, I can see it's off to a good start. And, in this world of junk food, I'm glad to see products that don't decay your teeth, don't give you empty calories, and don't ruin your complexion being brought into the limelight, and will be pleased to see the advertising efforts of this group pay off.

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