

ADADC Launches New Advertising Strategy

SYRACUSE, N.Y. — To reach consumers with messages about the excellent quality of New York state cheese this fall, the consumer promotions department of the American Dairy Association and Dairy Council Inc. (ADADC) recently launched a new television advertising strategy in the Syracuse market.

Similar to a regular television

commercial, ADADC's New York state cheese commercial features an "800" number that consumers can call to receive a free coupon booklet for New York state cheeses.

The 30-second commercial was filmed in Rochester, New York in August and started airing on ABC, NBC and CBS local affiliates in Syracuse (WIXT-TV Channel 9,

WSTM-TV Channel 3, and WTVH-TV Channel 5) on Oct. 1.

The 800-number concept is being tested as an alternative way of distributing coupons to consumers. Its impact will be determined by the number of consumers who call the 800 number to request coupons.

Should this strategy prove successful, ADADC plans to imple-

ment it in all major market areas in 1994.

To enhance the new cheese commercial and stretch the investment dollar even further, the local television stations ran three short "teaser" ads free of charge prior to the actual airing on Oct. 1.

For your free coupon booklet

for New York state cheeses - call 1-800-NY-Cheese.

The project is being funded by the American Dairy Association and Dairy Council, Inc. and the New York State Cheese Manufacturer's Association.

FISHER & THOMPSON, INC.

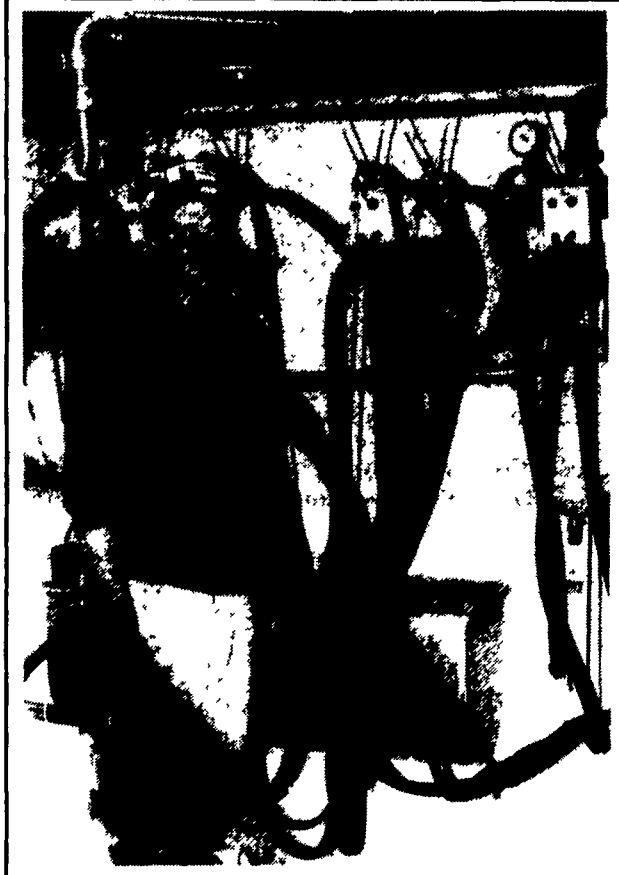
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