

## Winning the Presidential Election May Be As Easy As Loving Cheese

HARRISBURG (Dauphin Co.)—If life imitates art, a presidential candidate's position on cheese might indeed become a hot issue in the upcoming primary elections.

Capitalizing on the primary elections, a new 60-second cheese commercial chronicles the demise of a fictitious presidential hopeful, John Hayes, who commits political suicide when he's caught on camera voicing an unpopular platform: "I don't like cheese."

The new advertising campaign, "Ahh, the power of Cheese," launched in January with the new spot entitled "Election." The new campaign was developed by dairy farmer-funded promotion organization Dairy Management, Inc.™ and

it's local affiliates such as the American Dairy Association & Dairy Council Mid East and the Pennsylvania Dairy Promotion Program.

The fictitious candidate is recorded by the news media in real time and the sound bite is broadcast around the nation. The reaction of the voting public is swift and harsh as seen via a series of wickedly authentic and witty vignettes. The most succinct and humorous reaction comes from America's popular, respected elder statesman, former Senator Bob Dole, who makes a winning cameo appearance.

"We wanted to capitalize on the topical nature of the primaries and add an element of realism and surprise to the

commercial. Bob Dole is the perfect spokesman to deliver the unanimous judgment of the voting public," says Debra Summerall, spokesperson for PDPP.

What makes this advertising message believable is that it accurately reflects how cheese lovers, who represent 73 percent of the population, feel.

"Our consumer research indicated that cheese lovers so love cheese, they can't fathom and

are even suspicious of someone who does not like cheese," Summerall says. "The universal popularity of cheese makes this advertising scenario amusing and plausible."

"Election" represents an evolution of a successful two-year advertising campaign aimed at cheese lovers. The strategic platform of this new work is that "cheese has the power to affect people deeply." In "Election,"

people feel so strongly about cheese that it affects their impression of someone who does not like cheese, and ultimately changes the outcome of a political campaign.


"Election" is the first of a pool of four new television executions for cheese that will launch during 2000.

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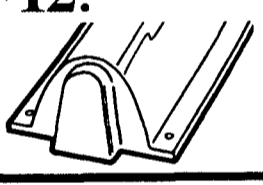
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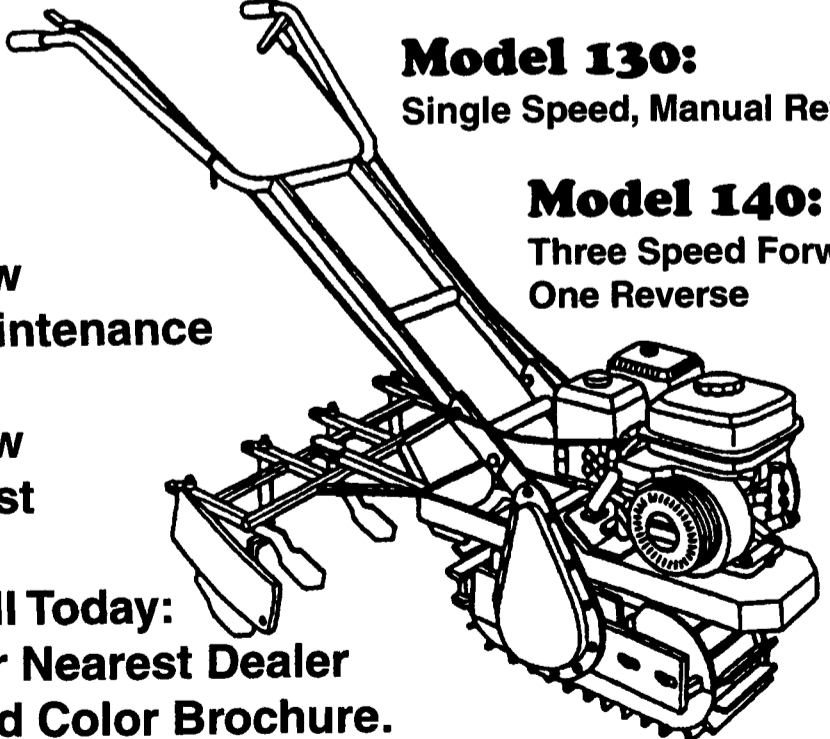
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