

When Hormel Foods Corporation sought to launch a new nutraceutical product, it faced a number of barriers. Their new product, ribose, lacked visibility.



Branding the Generic Through PR

Snow had to brand Hormel Foods Corporation's product as the ribose of choice. The name, ribose, is a generic term for the substance.

Armed with results of clinical studies, we contacted healthcare experts to share ribose's success story and secured a clinic spokesman who wrote a definitive, third-party examination of how the body uses ribose and its benefits. Once ribose was ready to launch, several major clinics agreed to use the product.

Our Approach

- Reach the influencers and opinion-makers first with ribose's success as a dietary supplement designed to improve cardiovascular health.
- Leverage those relationships to tell the ribose story to consumers.

Our Actions

- Arranged for interviews and briefings with editors of health and sports performance publications.
- Launched a ribose Web site serving both the consumer and clinic audiences.
- Produced a marketing kit for Hormel sales staff.
- Created a logo for ribose, which Hormel required its customers to use on packages – much like the "Intel Inside" campaign.

The Results

- Significant media coverage in targeted publications, including: *Physician Magazine*, *Total Health Magazine*, *Los Angeles Times*, and the *Orange County Register*
- National radio interviews.
- Hormel liked our work so much that it has hired us for two new efforts.



Our successful marketing efforts for Hormel's ribose product included a new logo and the launch of their website for both consumer and clinic audiences.