



CONSUMER MARKETING PROGRAMS OVERVIEW

One Marketing Budget = Tons of Marketing Programs*
See what the Idaho Potato Commission is up to!



HEATHER COX

Idaho's own girl who just happens to be on ESPN AND touts Idaho® potatoes.



- Our title sponsorship has the **lowest cost** of all 13 ESPN-owned bowls
- Since 2012, the average television audience has been **2.2 million**
- Links Potato Bowl with other well-known bowls: Orange, Rose, Cotton, Peach

NATIONAL COMMERCIAL



So effective that hundreds of thousands of people all over the country tell the Big Idaho Potato Truck to go home because the farmer is looking for it! With **550 million media impressions**, it's no wonder.

TEN MONTHS OF NATIONAL EXPOSURE

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
TRUCK ON THE ROAD					■	■	■	■	■			
COMMERCIAL AIRING	■									■	■	



Potato-based local New Year's event that makes global news.
(Between the Pope and a Drag Queen)



RODS RACING

Athletes racing all over the country to support adoption of Down Syndrome children is a **win-win**. Plus, who else has an Iron Cowboy with Idaho® potatoes on his chest?

QUESTION ON THE STREETS

Do you guys grow a new potato every year for this truck?

asked of the Tater Team at the Kentucky Derby



A BIG HELPING is the Idaho Potato Commission's chance to help local communities all over the country. For every signature added to our "Big Helping" sign board, \$1 is donated (up to \$500) to a local charity in the community that the Big Idaho Potato Truck visits.

*Literally—one of them weighs 6 tons!



THAT'S **80** YEARS

The Big Idaho Potato Truck is directly compared to the success of the Oscar Mayer Wienermobile that has been around since **1935!** People love the truck!

