



CONSUMER MARKETING PROGRAMS OVERVIEW

One Marketing Budget = Many Successful Marketing Programs
See what the Idaho Potato Commission is up to!

NATIONAL COMMERCIAL



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

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



A FULL YEAR OF NATIONAL EXPOSURE

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

FAMOUS IDAHO® POTATO TOUR

A BIG HELPING

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.



THAT'S
83
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!

QUESTION ON THE STREETS



Since 2012 the number one question we still get about the Big Idaho Potato Truck is "Is that potato real?"



This potato-based local New Year's event makes national and even global news. Rated as one of the top 5 things to see dropped on New Year by USA Today.



RODS RACING

Athletes racing all over the country to support adopt or of Down Syndrome children is a **win-win**. So far we've helped get 35 orphans to their forever families.