





## National Television Advertising Delivers over 544 Million Impressions

Fully integrated marketing programs maximize the power of the Idaho Potato Commission's message. National television advertising does its part by creating a humorous story about an actual Idaho potato grower searching nationwide for our "missing" giant potato truck. Follow his adventures on Food Network and high-profile football broadcasts throughout the season.





## Supporting You with Strong Web and Social Media Presence

### Idaho Potato Commission—Supporting You with Strong Social Media Presence

The IPC's social media program continues to grow and build Idaho® potato loyalty among consumers nationwide as we interact with tens of thousands of Idaho® potato fans daily on Facebook, Twitter, YouTube, Pinterest and Instagram. Social media brings the IPC's marketing programs to life by generating immediate feedback from shoppers who engage with us through dialogue and the personal experiences they share. Through the sharing of recipes, nutritional information, industry news, monthly promotions and more, these direct-to-consumer communication vehicles increase brand presence on the internet and drive traffic to the website, all while reinforcing the Idaho® potato image as a quality, premium product.

[idahopotato.com](http://idahopotato.com)



Become  
a Fan of  
IPC on  
Facebook



Follow IPC  
on Pinterest



Follow IPC on Twitter



IPC is  
now on  
YouTube!



## Idaho Potato Commission Encouraging Potato Sales Through National Integrated Communications

### Major National Media Coverage

Keeping Idaho® potatoes in the news is a top priority for the Idaho Potato Commission (IPC). A year-long public relations program continuously provides reporters representing national television programs to local weekly newspapers with up-to-the-minute information on everything their audience needs and wants to know about Idaho® potatoes. From new recipes, to sweepstakes, to sponsorships, every program is developed to remind consumers that:

- Idaho potatoes are a nutrient-dense food and eating them regularly helps support a healthy lifestyle;
- The unique growing conditions in Idaho consisting of warm days, cool nights, rich volcanic soil and plentiful fresh water, make potatoes grown in Idaho different from potatoes grown in other states;
- Only the famous "Grown in Idaho™" seal ensures potatoes are genuine Idaho potatoes.

### Magazines



### Newspapers



### Websites



### Matte Releases

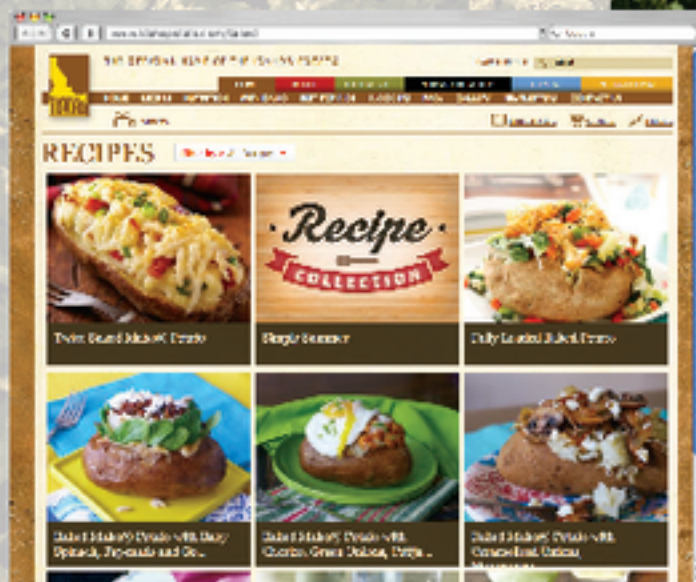




## Idaho Potato Commission Encouraging Potato Sales Through National Integrated Communications

### ► National Advertising Campaign

Extending the consumer integrated campaign featuring the iconic giant Idaho Potato truck increasingly builds strong awareness within the produce industry. Ads in key publications including The Packet Produce Business, Grocery Headquarters, Progressive Grocer, The Produce News, and FMI SmartBrief e-newsletters reinforce the premium perception of the Idaho Potato brand while delivering details of powerful promotional and sales support.



### ◀ Refreshed Recipe Database Offers Visitors More Options and Visual Appeal

One of the website's most popular features is its database of more than 600 recipes. Now with upgraded search functions, a more photo-centric layout and the ability to share recipes across several social media platforms, [idahopotato.com](http://idahopotato.com) is becoming the "go to" place for consumers, bloggers and the media looking for mouth-watering potato recipes.



## Idaho Potato Commission Encouraging Potato Sales Through National Integrated Communications



### ◀ Denise Austin

For ten years, fitness guru Denise Austin has been the “the face” of Idaho® potatoes. Her energy and dedication to health and fitness make her an ideal brand ambassador. Denise will continue to help promote America’s favorite vegetable through social media programs, television appearances, radio interviews and her presence on the IPC’s website [www.idahopotato.com](http://www.idahopotato.com).

### The Famous Idaho Potato Bowl ▶

In its third year, the Famous Idaho® Potato Bowl continues to draw college football enthusiasts from across the country and generate millions of media impressions for America’s most famous spud. To help keep fans fueled all season long, the IPC’s website is becoming the “go to” place for tailgate enthusiasts. In partnership with the Mc Food Test Kitchen, the IPC created a downloadable, online cookbooklet featuring dozens of crowd-pleasing recipes and tailgating tips. For the ever-growing social media community, followers of #famousidahopotatoes will have a chance to win the ultimate tailgating package including a box of Idaho® potatoes.



### ◀ Kids Love Spuddy Buddy

This past year the IPC worked with Idaho’s First Lady, Lori Otter, to create an educational program for students. Kids who watched a video about how potatoes grow and then submitted a photo of themselves with a drawing of Spuddy Buddy were eligible to win a \$100 American Express Gift Card. Hundreds of entries from around the country were received and most importantly, these kids learned why Idaho® potatoes are different from potatoes grown in other states! The kids’ page on [www.idahopotato.com/kids](http://www.idahopotato.com/kids) features games, videos, recipes and coloring pages.





## Idaho Potato Commission Encouraging Potato Sales Through National Integrated Communications

### American Heart Association ▶

Certified as a heart-healthy food by the American Heart Association, the nutritional benefits of Idaho® potatoes have been a key message in all public relations activities. The IPC's website features a special Heart-Healthy section that offers a selection of recipes and important lifestyle tips. The well-recognized Heart Check Mark appears on all press materials, on many bags of Idaho® potatoes sold in retail outlets and on the side of the Great Big Idaho® Potato Truck.



### ◀ Bloggers

Thousands of food enthusiasts have established their own blogs to share not only their recipes but more importantly their thoughts and personal experiences with food. Realizing their growing influence, the IPC has partnered with many top bloggers to help them communicate the difference between Idaho® potatoes and potatoes grown in other states. They also keep current with their followers on Facebook, Twitter, Instagram and Pinterest. The IPC actively participates in conferences for food bloggers, brings a dozen to Idaho in the fall to experience the harvest first-hand and hires several to create recipes and educational videos.