

Case Study:

EvansHardy+Young for



Challenge:

How to profile Idaho Potatoes nationwide

Solution:

One nationally syndicated feature story



Results:

2,233 placements

106,394,578

Audience Reach placements

\$1,276,734.93

Ad Equivalency Value

Downloadable Excel

placement reports with proof image for every placement

1st 22 of 2,200+ placements:

Anchorage Daily News, AK
Worcester Telegram, MA
Billings Gazette, MT
Idaho Statesman, ID
Kansas City Star, KS
Las Vegas News, NV
Mercury News, CA
Madison.com, WI
The Advocate Online, LA
WAVE 3 Louisville, KY
Buffalo News, NY

FOX 8 New Orleans, LA
WMTJ 4 Milwaukee, WI
KFMB 8 San Diego, CA
Northwest Indiana Times, IN
Pittsburgh Post Gazette, PA
Providence Journal, RI
St. Louis Post Dispatch, MO
Minneapolis Star Tribune, MN
The Arizona Republic, AZ
Tuscon.com, AZ
El Paso Times, TX