



ADVERTISING - OUTDOOR

Colorful and appealing outdoor boards, based on the theme, "Life is Short," are a prominent part of Baesler's most recent integrated campaign.



PUBLIC RELATIONS

Earned media was used to help debut the new creative campaign and alert the target market of Baesler's proactive stance in preparing for the arrival of a major competitor.



ADVERTISING - TELEVISION

Television commercials emphasize the freshness of Baesler's foods and the attractiveness of the store. They feature actual customer testimonials touting the Baesler's shopping experience.



ADVERTISING - POINT-OF-PURCHASE

Special signage and other collateral, as well as radio and television spots, were developed to introduce the store's Pump Perks gas discount program.

ADVERTISING - PRINT ADS

The print ads mirror the outdoor boards and are sized for prominent placement on the Tribune Star's front page bottom banner.

