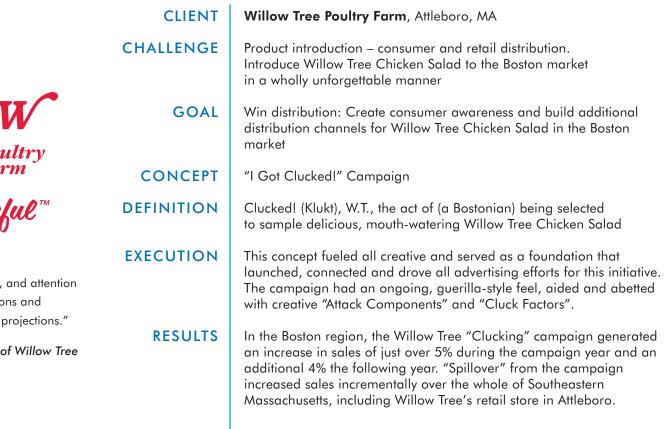
I GOT CLUCKED





Freshness by the forkful™

"Bottom-line? Litos' creativity, follow-through, and attention to our business have exceeded my expectations and enabled Willow Tree to far exceed our sales projections."

Wally Cekala, President of Willow Tree

Good Thinking LITOSSC.COM

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CREATIVE ATTACK COMPONENTS

1. Cluck Truck:

Sampling & event vehicle (serving as a rolling billboard). Present at all sponsored events and "Clucking"efforts.

2. Willy T:

The "Big Cluck" himself, campaign mascot and sampling team member.

3. Squawk Box: Branded sampling box.







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CREATIVE ATTACK COMPONENTS

cont.

1. www.igotclucked.com

2. Retail salad card hand-outs.

3.Branded premium items handed out throughout the campaign.







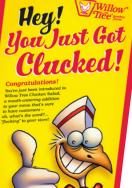
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the Company behind your Clucking. Since 1054, Willow Tree Farm has been feeding New England's famse conduct food the highest quality. Our Chicken Salad commands sarticularly logal following. Everywhere we go, Willow Tree is a name to rapidly comes to symbolize comfort, quality and uncersionable law. Wi're proud to have the opportunity to serve you.

The early DITG (IDMT & JOM) CALCENCE has banced. Here's an alone. But the first on your block to serve a better chicken saled. To stock Willow Tree Chicken Salad before your competition does, give an a call, visat our website or simply refuse to let go of the person who just Chicked you?

Gotta love The Star untrue.igotclucked.com DIT Starts Nail St. Addens, RA 02703 AND 762-423

2.



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Billboards:

I-93 expressway; northbound and southbound.

ADVERTISING COMPONENTS



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ADVERTISING COMPONENTS

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Cab Tops:
50 cabs with
2-sided cab tops.

2. Broadcast: Air coverage campaign: 10 week flight.







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CASE STUD

CLUCK FACTORS

In-store sampling: Select major supermarket locations in the Boston area.

Sponsored Events: Higher volume sampling at major sponsored events throughout the summer.

> Permitted Locations: Folks are Clucked in high traffic areas such as Prudential Plaza, Faneuil Hall and Boston Common.



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CLUCK FACTORS cont.

Samples hand delivered to high-profile personages and locations such as City Hall Plaza, Fire Depts, The State House, etc.

Feeding unsuspecting flocks of shoppers, construction workers, business people, etc.

> Leveraging and recruiting additional distribution with independent retailers.