





Search

OK **News Headlines** The Big Picture

since

All

[Homepage](#) > [The Big Picture](#) > [Snack firms up...](#)
 Email this page
  Print in friendly format
  News by e
News Headlines
 The Big Picture
 Formulation
 Processing & Packaging
All news articles
 January 2008
 December 2007
 Previous months
 Videos 
Products & Markets
 Product & Supplier News
 Products
 Market Reports
 Events
Business Tools
 Free Newsletters
 All Newsletters
 All Sites
 Corporate News Service
 News Syndication
Free Newsletter

Your email

OK

[All newsletters](#)

Snack firms up marketing campaigns after Xmas binge

By Charlotte Eyre

03/01/2008 - **The post-Christmas period often sees consumers tightening their purse strings as well as their belts; however several US food companies are coming up with increasingly inventive methods of persuading snackers to part with their cash.**

Pizza Hut pushes politics

Playing on the dual meaning of 'dough' in US vernacular, [Pizza Hut](#) has launched an advertising campaign questioning how the major Presidential candidates in the upcoming elections could help save money.

In the new Pizza Mia television advert, the company uses real excerpts of debate footage, spliced together so that the politicians appear to promise to pull consumer prices down.

At the end of the ad, a voiceover chimes in to remind viewers that bearing in mind the importance of low prices; snackers can buy a Pizza Mia product for only \$5.

The company also carried out a light-hearted survey entitled the 'Pizza Hut Political Poll' as part of the campaign, during which over 500 consumers were interrogated on issues such as the candidate they think would put "more dough" into their pockets, or indeed which candidate they would prefer to eat pizza with.

Not surprisingly, the results varied according to political persuasion; 29.7 per cent of Democrats favoured Hilary Clinton's money saving skills, while 24 per cent of Republicans leaned more towards Mike Huckabee.

Huckabee was named again in the 'who would you like to share a pizza with' category, as was Barack Obama, although Rudy Giuliani was named as the politician who probably eats the most pizza.

Fruit snacks go interactive

While Pizza Hut's campaign focuses on cost, dried fruit firm [Sunsweet Growers](#) has launched an interactive website that encourages consumers to choose healthier snacks after a period of festive indulgence.

The site SunweepSwap.com, described by the firm as "an online initiative that encourages people to swap out their current convenient snacks", features nutritional charts that allow people to compare the fat, sugar and salt content of different snacks.



LATEST NEWS HEAD

[High prices continue to dog](#)
[High-pressure flavor encaps](#)
[and baked goods](#)
[Review backs oats' heart he](#)
[PepsiCo goes for Bulgarian](#)
[Krispy Kreme adopts zero t](#)

GET THE LATEST MA

[Pizza Hut](#)
[Sunsweet Growers](#)
 > [All market reports](#)

"For example, the site shows that snacking on four Sunsweet prunes instead of seven pretzels will return 380 milligrams of sodium," said company dietician Carolyn O'Neil. "This swap will also gain an additional two grams of fibre, seven times the potassium and almost nine times the amount of antioxidants."

However, the site is designed to be more than an information source, and browsers can print out a personal nutrient table, or even play an interactive quiz compiled by O'Neil.

Upon completion of the quiz, visitors can then enter to win a \$100 gift card, with one winner being announced every month throughout 2008.

Corazonas Foods sends 'Mom' running

Heart-healthy crisp firm Corazonas Foods has teamed up with a social networking site to encourage mothers across the US to get outside and exercise.

The company yesterday pledged to sponsor SeeMommyRun.com, which already has 33,000 n US.

"This free resource helps women connect online to form local running or walking groups and like-minded moms," the company said.

Corazonas Foods will also use the site to advertise its range of better-for-you snacks, such as Chips containing plant sterols, which the company claims can lower cholesterol by up to 15 p



MORE NEWS ARTICLES ON THIS SUBJECT

[Snack bars outsell confectionery, report](#)

[Snack sales soar at smaller stores](#)

[Healthy snacks market will boom, says report](#)

[Anuga fair focuses on health and](#)

[Healthy eating boom sweetens G](#)

ALERTS ON PRODUCT & MARKET INNOVATIONS

Please indicate below your research interests and receive email alerts on relevant product innovations - This service is free of charge.

Ingredients and additives

Packaging equipment and materia

Processing equipment & plant design

Your email address

> **Subscribe** <

Copyright - Unless otherwise stated all contents of this web site are © 2000/2008 - Decision News Media SAS - All For permission to reproduce any contents of this web site, please email our Syndication department: [Administrati](#) Full details for the use of materials on this site can be found in the [Terms & Conditions](#).

Subscribe to Other Decision News Media E-newsletters - Food, Beverage & Nutritic

- Food & Beverage Development - Europe
- Food & Beverage Development - North America
- Food Processing & Packaging - Europe
- Food Processing & Packaging - North America
- Food Safety & Quality Control
- Science & Nutrition Research
- Food legislation
- Innovations in Food Ingredients
- Innovations in Food Processing and Packaging

- Supplements & Nutrition - Europe
- Supplements & Nutrition - North America
- Dairy Processing & Markets
- Confectionery & Biscuit Processing
- Industrial Baking & Snacks
- Prepared Food and Meat Processing
- Beverage Technology & Markets
- Food Marketing and Retailing
- Food Finance

- Top 100 food & beverage co
- Food and Beverage in Asia f
- Food in Central & Eastern E
- Packaging Technologies & M
- Decision News Media Newsl

Innovations in Food Safety & Instrumentation Food Industry & Consumer TRENDS

Your email address

[Confirm registration](#)[E-newsletters for pharmaceuticals & cosmetics](#)

All Decision News Media sites

Food & Beverage Development - Europe - Supplements & Nutrition - Europe - Food Processing & Packaging - Europe - Food Marketing and Re
Nutrition - North America - Beverage Technology & Markets - Dairy Processing & Markets - Food Safety & Quality Control - Industrial Baking &
Biscuit Processing - Prepared Food and Meat Processing - Food in Central & Eastern Europe - Food and Beverage in Asia Pacific - Food & Bever
America - Packaging Technologies & Markets - Food Processing & Packaging - North America - Pharmaceutical Technology - Drug Discovery -
Biopharmaceutical Science and Business - Outsourcing Pharma - Cosmetics Formulation & Packaging - North America - Cosmetics Formulat

[About us](#) - [Site map](#) - [Recommend this Site](#) - [Advertise](#) - [Contact the Editor](#) - [Terms & conditions](#) - [Privacy pol](#)

Decisionnewsmedia 

© 2002/2008 – Decision News Media SAS – All Rights Reserved.