

## News From:

WHEATLEY  
& TIMMONS

### Two Wheatley & Timmons' Campaigns Win Industry Awards

Wheatley & Timmons wins two Publicity Club of Chicago's Trumpet Awards for public relations campaigns in the Marketing category and a Silver Telly in the Direct Marketing Category. On Thursday, March 14, 2009, Wheatley & Timmons is awarded a Silver Trumpet award for their work on the Thermos brand and a Gold Trumpet award for their Nature's Variety campaign.



Team (left to right): Bob Wheatley, Kerri Erb, Betsi Schumacher, Ashley Papanikolas, Mary Clare Middleton, Jill Delaney, Rich Timmons



### **Gold Trumpet Award (Marketing Category) – Nature’s Variety Rotation Diet Campaign**

Wheatley & Timmons worked with Nature’s Variety, a natural pet food brand, to devise a campaign to gain market share in the premium pet food category. In order to bring attention to Nature’s Variety’s own-able position in the category, the Rotation Diet, Wheatley & Timmons created a 360-degree media strategy.



*Rotate proteins and forms for a healthy, happy pet.*

Wheatley & Timmons enlisted experts in pet nutrition, agility and behavior to create the Nature’s Variety Pet Nutrition Council and provide credibility to the Nature’s Variety Rotation Diet. The experts were featured at NaturesVariety.com, including articles and an online video, and in retailer and consumer e-newsletters. Additionally, the council members were offered as credible experts to trade, newspaper, magazine, broadcast, Web site and blog media contacts. The experts also played a large role in the launch the Rotation Diet messaging platform to the media, veterinarians and retailers, serving as hosts of launch events in Nature’s Variety’s key markets, New York and

Seattle.

The Nature’s Variety Rotation Diet campaign secured 26 million media impressions through media outreach efforts. Nature’s Variety sales were up over 20% year on year in 2008, with Wheatley & Timmons’ Rotation Diet program being the only consumer facing communications effort.

### **Silver Telly Award (Direct Marketing Category) – Nature’s Variety Rotation Diet Video**



The Nature’s Variety Rotation Diet video was created as an educational tool for retailers, media and consumers. The video explains the benefits of the Rotation Diet and provides easy-to-follow directions for implementing the diet with your pet through testimonials, exciting visuals, and a nutrition expert from the Nature’s Variety Pet Nutrition Council. The Rotation Diet video was unveiled at launch events in Seattle and New York and is available at NaturesVariety.com.

# THERMOS®

## Silver Trumpet Award (Marketing Category) – Thermos’ Hydration For All Campaign

Wheatley & Timmons launched the “Hydration for All” campaign to support Thermos’ hydration product lines for the entire family, including the new Intāk™ by Thermos®. At the center of the campaign Wheatley & Timmons created a Thermos micro-site, HydrationForAll.com, which featured hydration and wellness tips for families. The site also encouraged consumer visitors to exchange their thoughts on the “Refreshing Perspectives” blog and learn about Thermos’ global commitment to hydration through their partnership with charity: water, a non-profit organization dedicated to bringing clean, safe drinking water to people in need.



The launch of the campaign was kicked off at the 2008 All Baby and Children (ABC) Product Expo in Las Vegas with a media and retailer event hosted by celebrity mom and star of the “Biggest Loser” and “Days of Our Lives”, Alison Sweeney. At the end of the year-long campaign, Wheatley & Timmons garnered 22 million impressions securing placements in top-tier outlets like *New York Times*, *Chicago Tribune*, *Pregnancy* and *Domestic Diva*.