



“I had many people that were either diabetic or just carb counting who specifically asked if there was anything that was low in sugar or made with a sugar substitute. What a pleasure it was to be able to say yes, that these were made with Splenda.”

Laura Lipinski
PTO Co-President
Ehrenberg Elementary
Ehrenberg, AZ

“Love the posters and the recipes. Plan to use the recipes baking for family, too.”

Marie Lowry
PTO Vice President
MacGowen Elementary
Redford, MI



Case Study

SPLENDA SUGAR BLEND FOR BAKING Building awareness and product trial among health-conscious moms in an especially competitive market

THE CHALLENGE

Splenda was looking for an innovative way to increase brand awareness and product trial for their new Splenda Sugar Blend for Baking.

THE SOLUTION

School Family Media created the Splenda Better Bake Sale, a private-label school program sponsored exclusively by Splenda. The Better Bake Sale infused new life into the school bake sale and put the Splenda brand right in front of influential, involved moms who actively seek ways to reduce sugar filled and calorie rich foods in their family's diets. To anchor the program, School Family Media conceptualized, designed and administered schoolbakesales.com, a website featuring online tools and ideas for hosting a revitalized, profitable and less caloric bake sale.

At schoolbakesales.com, PTO and PTA leaders could easily register to receive the Better Bake Sale planning kit, which included Splenda-branded 4-color posters and take-home flyers promoting the event. The kit also featured Splenda low-sugar recipes, a substantial sample of Splenda Sugar Blend for Baking, a Splenda coupon and Splenda-branded napkins to use at the bake sale.

School Family Media's dedicated customer service team fulfilled and tracked the entire program on behalf of Splenda.

THE RESULTS

The Splenda Better Bake Sale program has sponsored over 6,000 Better Bake Sales nationwide. Splenda's sponsorship yielded strong public relations awareness through their support of school bake sales, while also gaining valuable product trial and brand visibility for their Splenda Sugar Blend for Baking. As more and more schools institute strict guidelines for what is an acceptable 'sweet' for school events, the Splenda Better Bake Sale offered a fun, effective resolution to this issue that PTO and PTA leaders, parents and kids can all agree on.



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