



*“The Flat Earth samples arrived just in time for our Summer Send-Off Celebration.*

*They were a HOME RUN!*

*Everyone in attendance could not believe how good they were. The kids begged their parents to find them on their way home! I have to confess that I ate four bags. As soon as I locate a board-approved vendor, I am going to purchase them as an afternoon snack for my entire school.*

*I can't wait to sample the other flavors. One parent said it best: ‘They are delicious and nutritious!’ A thousand thanks!”*

Bernardine M. Carroll  
Principal

Frederick A. Hanstein Elementary  
Detroit, MI

## Case Study

### FRITO-LAY FLAT EARTH VEGGIE CRISPS One million snack samples distributed to highly involved parents across the country

#### THE CHALLENGE

Frito-Lay was looking for help with the launch of their new line of nutritious Flat Earth snack crisps. The innovative snack was developed to address the growing consumer demand for healthier food options.

#### THE SOLUTION

School Family Media’s Back2School Program allowed Frito-Lay to connect with a coveted demographic of influencers: highly involved parents. As a silver-level Back2School sponsor, Frito-Lay received a premium back cover ad position in *Jump In!* magazine, which was distributed by PTO and PTA groups to over 1.25 million parents at back-to-school nights held at more than 4,000 K-8 schools nationwide. Frito-Lay also received



prominent exposure on Back2School2007.com, including a custom-branded web page and logo presence. Additionally, Frito-Lay took advantage of School Family Media’s custom sampling program; influential PTO and PTA leaders handed out more than 1 million Flat Earth snack samples, product information booklets and coupons to school parents at back-to-school events nationwide.

#### THE RESULTS

This truly integrated marketing solution enabled Frito-Lay to connect directly with PTO and PTA group presidents – the key influencers at K-8 schools. In turn, PTO and PTA groups nationwide served as an efficient and effective conduit that allowed Frito-Lay to reach over a million highly involved K-8 parents. As a result, Frito-Lay was able to connect in a meaningful way with a very receptive audience, and also received the ancillary benefit of an implied endorsement from schools, as well as numerous requests for the product to be offered in school cafeterias throughout the country.

[Click here](#) for more information about School Family Media – Marketing Solutions Group.



800-644-3561

[www.schoolfamilymedia.com](http://www.schoolfamilymedia.com)