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Tabasco Lands on Pizza

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-By Elaine Wong, Brandweek

NEW YORK Tabasco today kicked off a multi-million dollar sampling effort that takes its famous hot pepper sauce straight to pizza boxes. Over 5 million Tabasco samples will be delivered to consumers nationwide through Feb. 15.

Thousands of pizzerias are participating. In addition to the samples, pizza boxes will carry a \$1 coupon off a 5-ounce bottle of original Tabasco sauce.

Eric Cohen, president of Mangia Media -- the agency that created the pizza box advertising portion of the campaign -- said the strategy is tied in with "the biggest pizza day of the year," that is, Super Bowl.

"Providing samples at the point of trial to millions of pizza eaters in a shared environment will build tremendous buzz, and using independent pizzerias to distribute the boxes opens a whole new world of use," Cohen said in a statement.

Marketing agency Tracy Locke, Dallas, came up with the concept, while OOH Pitch handled the out-of-home aspect of the promotion.


Robert Passikoff, founder of Brand Keys, New York, said the strategy, while not new, will likely result in distribution for the Tabasco brand. "It's aiming for reach and also creating new applications for the product [such as on pizza]," he said.

Tabasco spent \$4-5 million annually in traditional measured media, per Nielsen Monitor-Plus.

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