



*8-Page magazine Inserts in Homemaker's/Madame Au Foyer went a long way towards revitalizing a stale, but well known brand.*

“Fry’s Cocoa is a brand that has been around for quite a while, but with the radical decline in the amount of time that homemakers have to prepare ‘scratch’ recipes, this brand was, to say the least, flagging. The idea behind the Chocolate Fastastic series was to create and disseminate quick and easy-to-prepare recipes in which Fry’s was a main ingredient. These magazine inserts were incredibly successful and very well received. This is evidenced by both inserts capturing Homemaker’s highest readership scores and, more importantly, an average 30% increase in Fry’s sales. This was one on my biggest creative challenges, and not coincidentally, one of the most gratifying successes.”

If you’d like to have this level of strategic & creative thinking working for you, we should have a chat.



Jim Murray, Creative Director

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