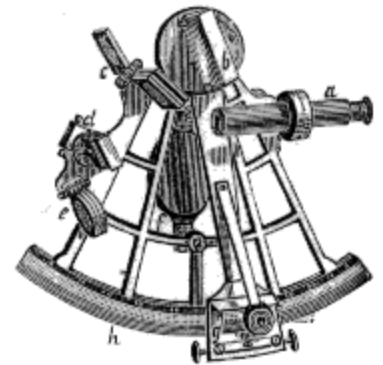


Sextant, p. 1932.

Introduction

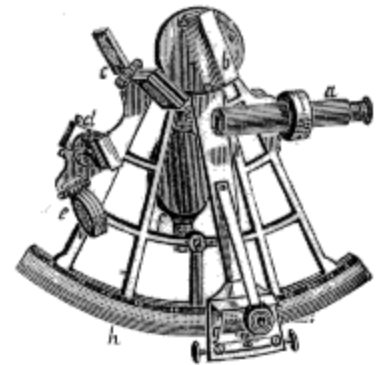
San Francisco-based Boudin Bakery asked us to develop a public relations program to celebrate the 150th anniversary of the founding of the bakery and the invention of San Francisco Sourdough Bread.

Lights



Sextant, p. 1932.

We began inviting selected media to tour the small Boudin bakery, which had not been expanded since it moved to the location following the 1906 earthquake. Press tours focused on the "mystery of the mother dough," the sourdough starter whose heritage goes back to the Gold Rush, the company's commitment to use the same natural ingredients, and the current generation of bakers who still do much of the work by hand.

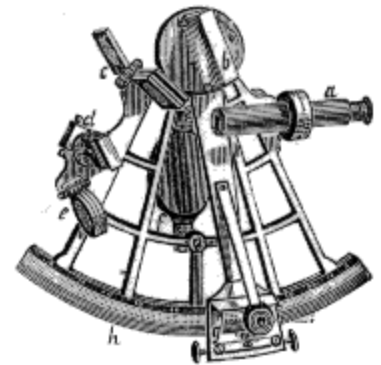


Sextant, p. 1932.

Camera

Advertising was purchased on buses in San Mateo and San Francisco counties that traveled routes near Boudin cafes. Display ads were purchased in the BART transit system stations near Boudin cafes. Print ads were purchased in selected community newspapers and selected concert programs.

Boudin contributed food for fundraising events held by public broadcasting station KQED - with on-air mentions - and underwrote two food programs on their TV station.

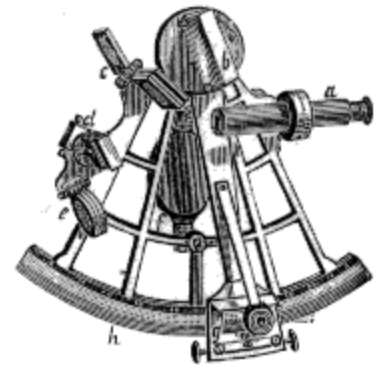


Sextant, p. 1932.

Action

Opening of the Fisherman's Wharf Historical Trolley Line: Boudin was honored by the mayor as part of the event called "The Wharf Salutes Boudin." The mayor was given bread engraved with his name. Employees distributed free loaves of Boudin Sourdough.

Marriott Co-Promotion: Sourdough baguettes were delivered and distributed free to guests as part of their "turn-down" service, three days a week, for the duration of the October anniversary month. Coupons were left with the bread, inviting guests to visit nearby Boudin cafes.



Sextant, p. 1932.

Highlights

Columbus Day Parade: Boudin entered with a horse-drawn wagon and its Model T truck. Boudin "Bakers" distributed 10,000 sourdough baguette loaves to parade watchers.

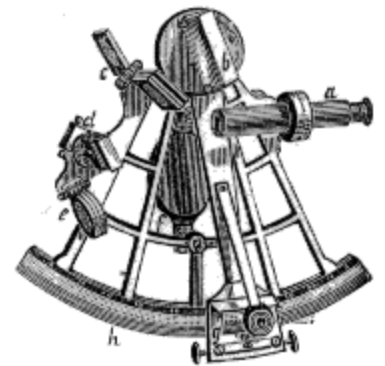
Bread-Walk Events: Boudin "bakers" distributed nearly 20,000 loaves of Boudin Sourdough French Bread from the back of a horse-drawn wagon and Model T truck in three days of activities that centered on downtown and financial district Boudin cafes.



Sextant, p. 1932.

Results

The best result was measured in sales, which significantly increased. The Mayor's Office extended numerous invitations for Boudin's participation in civic events, and Boudin was named the official Sourdough Bread of the San Francisco Giants. In regions outside San Francisco, Boudin has been invited to participate in several huge entertainment developments that are using San Francisco's name and identity. The anniversary event succeeded in reenergizing the Boudin brand, increasing sales, and creating huge public goodwill.



Sextant, p. 1932.

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