

popchips goes prime time with its first ever national television campaign

the original popped snack brand shows consumers how to enjoy all the flavor and half the fat of fried chips in "the popchips way."

los angeles, **ca** (september 22, 2014) — today, popchips inc., the innovative popped snack company, launches its first ever national television campaign called "the popchips way." popchips will share the magic of its pioneering popped process that creates delicious snacks that have all the flavor and half the fat of a greasy, fried chip.

launched to fill a void in the snacking category, popchips addressed a key snacking need for a tasty and better-for-you product, without any compromise. consumers frequently snacked on fried items that were tasty, but carried snacking baggage in the form of oil,



preservatives, artificial flavors and colors. conversely, snackers looking for a healthier alternative only had baked items, which always sacrificed flavor. enter popchips, a revolutionary new, no-compromise snack whose cooking process of hot air and pressure completely circumvented the need to deep fry in oil. the result? a light and airy chip that is bursting with flavor. popchips has a wonderfully clean label that is gluten-free and has no trans fats, artificial flavors, colors or preservatives. popchips was launched into snacking history via grassroots marketing and celebrity seeding initiatives and has steadily grown into a pop culture brand with the highest social engagement in its category (Mintel 2013).

consumers who tried popchips, loved it. however, brand awareness was still very localized to large metropolitan cities. in early 2014, the brand decided popchips was ready to take the next step into national prominence and launched a robust marketing program anchored by its first-ever television campaign. for the largest marketing investment in its history, popchips chose to partner with the dandelion agency, headed by award-winning director, kirt gunn, across all major touch points. the agency leveraged its roster of prominent television writers from successful sitcoms and comedy shows, such as "the office," "the daily show," "the colbert report," "30 rock" and "da ali g show" to write humorous scripts that featured the product in funny situations and played on simple interactions between couples. using fast and funny dialogue, the scripts tap into a number of universal truths with the brand attributes of taste and heathier snacking at the forefront.

in addition to the historic investment for the brand, popchips complemented the campaign by blanketing two of the most pop-culturally relevant cities with billboards at their most iconic locations (e.g. times square and Hollywood). with simple brand messaging, the billboards conveyed the popchips' unique product offering in a fun and contextual way.

popchips also launched a fully redesigned website (www.popchips.com) that features the new television spots in a content-rich environment. the new immersive experience invites users to interact with the brand and all of its great flavors in the popchips way. relatedly, popchips will upgrade its social media presence to further activate and extend the new campaign content.

about popchips:

popchips, one of the hottest snacks brands in north america and the uk, is a delicious line of popped potato and veggie chips with all the flavor and half the fat of fried chips. popchips has been winning awards and acclaim since its launch in 2007, while garnering a passionate following among trendsetters, moms, sports enthusiasts, and celebrities alike. popchips' fans include jillian michaels, ashton kutcher, and sean (diddy) combs.

popchips are now sold at over 30,000 retailers across north America in the healthy snacking aisle, for more information about the company and its products, pop over to popchips.com, become a fan on facebook or follow us on twitter.

for more information and to find a retailer near you, pop over to www.popchips.com.

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