

PRWeek

TCBY hires Trevelino/Keller for yogurt brief

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SALT LAKE CITY, UT: Frozen yogurt company TCBY named Trevelino/Keller Communications Group its AOR as it looks to regain relevance in an evolving product category.

The scope of work includes social media and consumer PR. The agency is supporting initiatives around the brand's 30th anniversary and promoting a new brand identity, store design, and self-serve model. It is also developing a health-centric campaign dubbed "Healthy Truths," set to launch in a few weeks.

Agency principal Dean Trevelino said: "The category was very hot until a couple of years ago. Now you have the tart yogurt players that have surfaced and are gaining a lot of the attention. We're charged with getting TCBY back out there."

TCBY issued an RFP late last year and viewed several presentations through February, when it asked Trevelino/Keller to support a store giveaway project that culminated in May.

"They felt that, system-wide, the promotion was saved and they handed us a larger scope of work," added Trevelino.

Seven-year incumbent Lime PR, the mastermind behind the giveaway project that became Trevelino/Keller's test project, did not participate in the review.

Claudia Strauss, president at Lime, attributed the review to internal management shakeups, the most recent of which included the June appointment of new CEO Tim Casey. Regarding the giveaway project, she said her agency had not received the appropriate monetary and internal resources needed to execute the campaign.

"We would have loved to been able to put more push towards it," she said. "We had a nice long relationship and wish them the best of luck."

A TCBY board member who owns both TCBY and Stevi B's Pizza franchises had initially recommended Trevelino/Keller, which also supports Stevi B's, explained Trevelino. The company signed an annual contract with the agency earlier this summer.

