



Clorox-owned **Hidden Valley Ranch** asked Publicis Dialog to create a fun, family-oriented event that would not only celebrate the Hidden Valley Ranch 25<sup>th</sup> anniversary in style, but also give back to the community that had supported the brand over the years.

Publicis Dialog's solution was "The World's Largest Salad Bar," which at 173 yards (nearly the length of two football fields), and boasting 17,000 pounds of fresh produce, 150 gallons of Hidden Valley Original Ranch dressing, and a half-dozen human-sized dancing vegetables, brought smiles to the faces of more than 6,000 New Yorkers.

The salad bar was offered as a free lunch to passersby in New York's Central Park in order to kick off Memorial Day Weekend. Pre-event promotion included announcements in city and neighborhood newspapers, delivery of "mini-salad bar" baskets to the top 25 New York broadcast media outlets, and a radio media tour.

The event resulted in more than 100 million media impressions, including television coverage in 22 states, radio coverage in all 50 states, and captured the attention of the *Guinness Book of World Records*, which is currently considering including the record in their next edition. More importantly, all excess produce was donated to City Harvest Inc. to feed more than 15,000 of New York's hungry.

## **CASE STUDY: Creative Launches/ Promotions**

**Generated more  
than 100 million  
media impressions**