

Baby Cubes™ &more

Client | **BabyCubes & More**

Baby Cubes & more began with a basic, grass-roots brand and identity, operating only as an online retailer with very little media exposure, collateral, or advertising. Pacifico was enlisted to launch their initial product line of frozen organic baby food and establish the firm before an audience buzzing for all things organic. With several other baby food start-ups quickly joining the mix, an industry trend story was fast simmering for reporters to snatch up. This interest also beckoned for a re-vamp of Baby Cubes' brand to signal that the company was a legitimate competitor in the space.

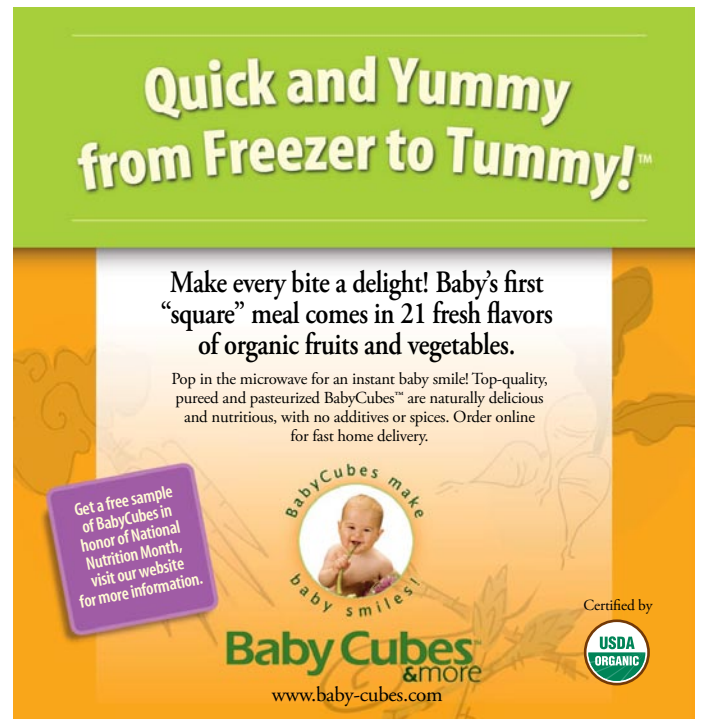
The Challenge

Pacifico's main goal was to establish buzz with the local media to help generate sales and serve as a launching pad for national coverage. Since it was not the first company making organic baby food, and competitors were rapidly filling out the market, Baby Cubes would have to rely heavily on its core messaging - 1) it's a much healthier, tastier alternative to jarred baby food, 2) it comes in frozen chunks that are easily prepared as a meal 3) it's made from a wide assortment of certified organic fruits and vegetables - to differentiate itself and garner media attention.

Concurrently, Pacifico's creative design team began developing refreshed website graphics, new product brochures, retail sales sheets, packaging and advertisements geared at readers of local parenting publications.

Approach

Armed with Baby Cubes' key messages Pacifico's PR team engaged reporters in local community papers interested in resident profiles and lifestyle stories. We also approached business and food reporters as well as those



Advertising



Packaging



Product Showcase

covering parenting and health issues for larger publications such as the San Jose Mercury. The pitch highlighted the organic baby food trend and how one local company was the brainchild of a mom troubled with the lack of nutrition and freshness in traditional, jarred baby food. Samples of Baby Cubes were offered to let the reporter see and taste the quality of the product first-hand. In addition, Pacifico reached out to editors focused primarily on children's health issues for national trade publications like Child Magazine and Working Mother.

Reporters we're also directed to the new website with Pacifico's refreshed graphic design of Baby Cubes brand. The graphics captured the freshness and simplicity of Baby Cubes product, while maintaining the company's homegrown, nurturing feel.

Results

Pacifico secured briefings with reporters from two community papers, the Willow Glen Resident and the Rose Garden Resident, leading to profile pieces that ran within a week of each other. Pacifico then struck gold with the San Jose Mercury News by offering their special projects reporter a sample of Baby Cubes, which she used as part of a "taste test" story with her infant daughter as the main judge! Another trend story, this time with the San Francisco Chronicle, soon followed after Pacifico brought the trend to the attention of their food reporter.

More reporters eventually took notice, leading to a domino effect that produced profiles and inclusions for other local media outlets such as the Contra Costa Times and the Monterey County Herald. Baby Cubes quickly went from being a little known start-up to part of the organic baby food conversation. Pacifico's sense that the trend story was ready for national attention was spot on. The PR team soon began fielding calls for information and briefings with editors around the country, leading to stories with regional business publications like the Richmond-Times Dispatch and the Miami Herald. Outreach to the national trade press also paid off resulting in mentions and product shots with Working Mother, The Nibble, and The Supermarket Guru. A round-up story in Child Magazine paved way for an on-air product shot with Capital 9 News in Albany, New York.

After beginning strictly as an online retailer, Baby Cubes' media momentum helped carry the company to its launch into retail grocery stores. Pacifico's success with this campaign also positioned Baby Cubes' CEO, a healthcare industry vet, as a reliable resource for input on organic food and child nutrition.