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Schwan's accepts outside ads

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By Chantal Todé

FROZEN FOOD home delivery company Schwan's Home Service Inc. is launching an advertising, sampling and promotion program, allowing other marketers to reach the 3 million-plus customers Schwan's delivers to every month.

Intelligent Group will be responsible for establishing relationships with brands for the program. Participating marketers will be able to give customized inserts, product sample and promotional materials to Schwan's 6,000 customer sales managers for direct delivery to the homes of customers each week.

"This is really about trying to create more value for our customers," said Peggy Connot, senior director of PR and communications at Schwan's.

While other companies deliver food

to people's homes, 56-year-old Schwan's believes it has a unique positioning because of the personal contact between customers and the Schwan's employee delivering their food. The company feels it can maximize that relationship through offering customers exclusive offers and special savings from other marketers. Customer sales manager will be limited to one offer per delivery.

"This program is great for packaged goods companies that want to get samples into consumers' hands," said Paul Corvino, co-CEO at Intelligent Group. Schwan's customer profile is a desirable one for consumer packaged goods brands, he added. Approximately 80% of Schwan's customers are women, and 90% own their own homes.

"In this difficult marketplace, marketers have to be as efficient

as possible with their advertising," said Corvino. "This is a great opportunity to make sure they know exactly who their message is getting to."

Intelligent Group will launch its first marketing promotion with HughesNet High Speed Internet in January. The program kicks off with several different promotions to 250,000 households. The promotion that yields the best results will then be expanded across the more than 3 million Schwan's households in 48 states. ■

