

## **Schwan joins ad partnership**

---

By Rae Kruger

POSTED: December 4, 2008

When the Schwan Food Co. delivery man comes to the door, he might have more than the frozen food order.

Schwan signed an agreement with the Intellivent Group, a national advertising and promotions company, to allow the company to create an advertising, sampling and promotion program with Schwan's Home Service, officials from both companies said Wednesday.

The agreement will allow products from other companies to advertise on a Schwan frozen food bag, through an insert, free sample or an insert in the Schwan product catalog, Schwan spokeswoman Peggy Connot said.

The advertising will generate revenue for Schwan and expose customers to other quality products, Connot said.

"The two most important things in any business is to have a quality product offered and distribution," said Paul Corvino, Intellivent's co-chief executive officer.

Schwan offers quality products, and the products offered by other companies through Schwan home delivery will be of high quality, and Schwan has an excellent distribution network, Corvino said.

"Schwan's has a distribution of over 3 million (customers)," Corvino said. "I worked at the New York Times and that's three times the circulation of the New York Times."

What Schwan also has is something Web sites and other media or direct mail do not have, Corvino said.

"You've got that old-time, face-to-face interaction," Corvino said. Customers trust the route driver or customer service representative from Schwan, Corvino said.

Connot said Schwan does not want to jeopardize that relationship with customers in its new advertising partnership.

"Any advertising has to be Schwan-approved," Connot said.

"(Advertisers) will be family-oriented companies," Corvino said. "We don't want to take anything risqué ...advertisers will be approved one at a time."

Corvino said samples may include toothpaste, or a package of items geared toward women.

The majority of Schwan's Home Service customers are women who own their own homes, Corvino said.

"Not only are they making spending decisions, we are seeing them at a time when they are actually making a purchase," Corvino said.

While a Schwan employee may give the customer a free sample or insert, or a company's insert may be included in a catalog, "we do not intend this to be intrusive," Connot said.

Schwan customers will receive a discount or free samples of products, Corvino said.

The first advertiser will be HughesNet High Speed Internet service, which will offer a discount to Schwan customers, Corvino said.

The program will start in early January and will target about 250,000 households in the Midwest, Corvino and a news release said.