



Connection

Nature Valley SUV Used as Sampling Vehicle for PGA Tour Events

Craftsmen Industries teamed up with Paragon Marketing, a sports and entertainment marketing agency, to apply full exterior graphics to a 2009 Tahoe used to travel around to various sporting events promoting Nature Valley products. Craftsmen printed on 3M™ materials and applied the graphics to the sides, front, rear and roof of the sports utility vehicle.

Paragon Marketing led the promotional efforts of Nature Valley. Paragon developed a complete sponsorship and sampling program targeted toward PGA golf and ski events. The promotion proved to be a success. Nature Valley has grown to be the largest sampling program in General Mills history.

Promotion Results Include:

- 6 million Nature Valley Granola Bars were sampled each year over 40 PGA TOUR and Senior TOUR events
- Over 4 million bars are sampled annually at USSA and Vail Resort events
- Sales increased 7%-40% in key sampling markets

