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**Contact: Marguerite Brophy Cassell
VP, Communications Strategies
RJ Palmer Media Services
917-344-5306**

Branded Entertainment - Small Solutions Can Hold Big Promise

New York, September 16, 2010 - RJ Palmer is out to dispel the notion that branded entertainment can only be done on a large scale. Perdue Farms and RJ Palmer Entertainment Media created a local branded entertainment solution that showed their target audience in the Boston DMA how Perdue® Perfect Portions® fits into their busy days. Using a content strategy that celebrates women who give their time to make the world a little more “perfect,” Perdue® Perfect Portions® was able to tap into the real lives of Boston women. Perdue’s corporate partnership with Susan G. Komen for the Cure® inspired the brand to promote Boston’s September Susan G. Komen Massachusetts Race for the Cure® and feature volunteers in the segment.

“Susan G. Komen for the Cure®’s partnership with Perdue Farms encourages women to maintain a healthy lifestyle, which can help reduce your risk of breast cancer,” said Katrina McGhee, SVP, Global Business Development & Partnerships for Komen for the Cure. “One in eight women will be affected by this disease in their lifetime and it’s important for women to take control of their health.”

This September, viewers tuned in to Boston-based CBS affiliate WBZ’s local half-hour show *What’s In Store* to see Perdue® Perfect Portions® boneless skinless chicken breasts featured in a segment with moms who volunteer with the Massachusetts Affiliate of Susan G. Komen for the Cure®. Viewers elsewhere can see the segment on [WBZ’s website](#).

Perdue’s Senior Marketing Manager Bobby Joe Walters noted, “Perdue® Perfect Portions® chicken breasts are individually wrapped so busy moms can cook what they need and store what they don’t. It’s a convenient meal solution for a busy night. Our volunteer moms personified the people for whom Perdue® Perfect Portions® was created.”

In the segment, the volunteers prepared a recipe using Perdue® Perfect Portions® boneless skinless chicken breast, shared tips on getting through a busy day and discussed their motivation for volunteering in addition to their home and work activities. The recipe, Grilled Orange Glazed Chicken Breast topped with a Cranberry Relish, was created by Perdue Executive Chef Chris Moyer especially for the Boston area using New England inspired ingredients including maple syrup and cranberries. The recipe will be posted on Perdue.com and linked to WBZ’s website for viewers.

The keys to creating local feature segments that viewers enjoy are thorough preparation and communication. RJP kept track of the numerous elements involved with a comprehensive timetable that was updated throughout the process and covered items like location, recipe development, approvals and even Perdue apron delivery from pre- through post-production. This provided a reference from which checklists used in pre-production and on-set and communications with partners were generated. Frances Page, Director of Entertainment Media at RJ Palmer said, “After establishing our segment concept, it was important to coordinate well with the Komen Massachusetts Affiliate, the national organization Susan G. Komen for The Cure®, our local volunteers and the crew from WBZ. The standard of each brought to the collaboration process ensured a good outcome.”

“Streamlining that preparation was crucial and coalesced with the very core of every mom’s day: unpredictability,” Page continued. Though only two were needed, RJ Palmer and Perdue sought out three volunteers knowing that when an emergency occurs in a family, it’s mom to the rescue. “We deliberately made the team prepared to lose one of our volunteers on taping day. Planning ahead for this eventuality allowed us to make last minute adjustments when one of the mothers had a child care situation that delayed her and another had a medical emergency.” The team was well-prepared to juggle the timetable so the segment did not suffer. At least two volunteer moms had the kind of day that Perdue® Perfect Portions® knows happens all the time. “Life’s not perfect; that’s why there’s Perdue® Perfect Portions®.” And that’s why being perfectly prepared made all the difference.



What's in Store airs locally on two channels: TV-38 in primetime on Wednesdays at 9:30 p.m. and on WBZ following the late news on Saturdays. To view Perdue's segment online, link to <http://wbztv.com/whatsinstore>

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RJ Palmer is a full service advertising agency headquartered in New York. It is privately held with billings in excess of \$700 million. Palmer provides strategic insights, TV, Print, OOH, Radio and Online media planning and buying as well as corporate barter and branded entertainment. The website is www.RJPalmer.com.

If you would like more information about this topic, or to schedule an interview with Peter Knobloch (CEO of RJ Palmer), please contact Marguerite Brophy Cassell at 917-344-5306 or email Marguerite at MBrophy@rjpalmer.com