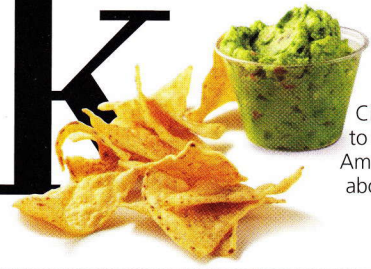
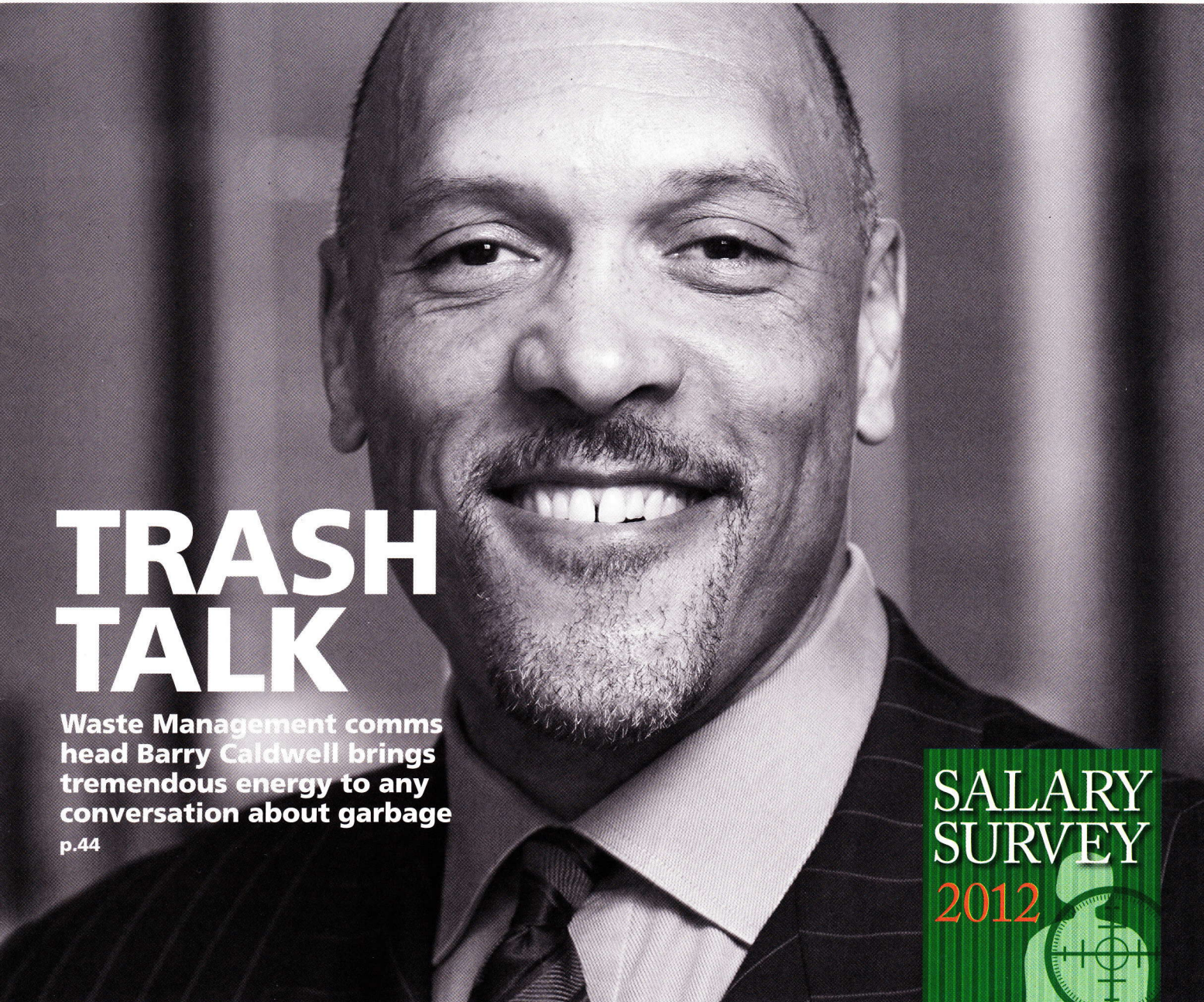


# PRWeek



**Food for thought**  
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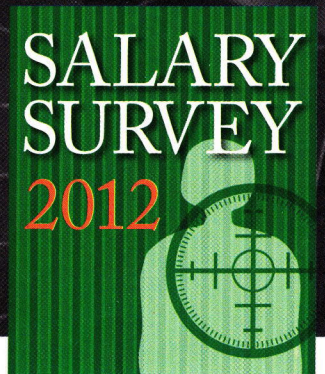
Chipotle seeks to change how Americans think about fast food



## TRASH TALK

Waste Management comms head Barry Caldwell brings tremendous energy to any conversation about garbage

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**NINE AGENCY CEOs GATHER TO ASSESS THE FUTURE OF PR**

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**FINDING A GOOD BALANCE TO REACH DIVERSE AUDIENCES**

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CriticalHit / By David Ward

## Campari toasts the New Year with 'Sunday Morning' spot

### Name

Dave Karraker, director, PR and events, Skyy Spirits; Campari brand manager (San Francisco)

### Placement

CBS *Sunday Morning*, January 1, 2012

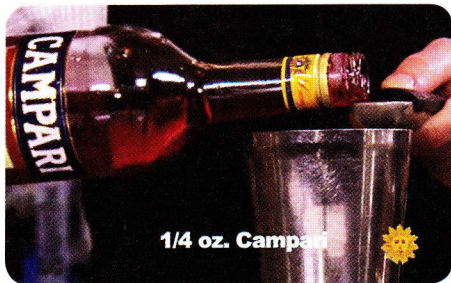
### Pitch timeline

Nine months

### What are Campari's media goals and target outlets?

Campari, an aperitif with a bitter profile, has been embraced by the foodie consumer. As a result, it has seen its sales rise by double digits.

Our media objectives are to reach that consumer who is adventurous in food and drink, which means targeting not just outlets such as *The Food Network* and *Bon Appétit*, but also national lifestyle publications and TV.



Spot on CBS *Sunday Morning*, which rarely covers food and wine, was coup for Campari

**What made CBS *Sunday Morning* such a good target? How did you reach out to the producer and reporters there?** Not only does the program reach a nationwide audience, but you would be hard pressed to get a more credible third-party endorsement than *CBS Sunday Morning*.

Since the show doesn't do a lot of food and wine segments, our challenge was to

position Campari as a cultural trend. We initially reached out to the show's producers last spring through our outside agency, Hanna Lee Communications. We arranged to have the CBS reporter come to events such as the Manhattan Cocktail Classic, which showed the traction Campari was getting among bartenders and the cocktail crowd.

### The resulting segment had mixologists creating the Bright Eye, a specific cocktail for CBS *Sunday Morning* that featured Campari, making it almost seem like product placement. Was it?

No, this was 100% PR. Hanna Lee introduced the reporters and producers to mixologists who are dedicated to Campari. Then they stayed in contact for nine months, giving them information, data, and examples on how this trend was happening around the US. And when the producers committed, we worked on overall messaging with Chad Solomon and Christy Pope, founders of Cuffs & Buttons Cocktail Catering, who were on the segment.

### What was the hit's impact?

It was a six-minute segment on the New Year's Day edition of the show and I was immediately flooded with emails from our sales organization, distributors, and retailers in the space who raved about it. The segment and the drink were also covered as stories in themselves by several industry newsletters and bloggers. ●

## Journalist / Q&A



### Name

Ben Smith

### Title

Editor-in-chief

### Outlet

BuzzFeed

### Preferred contact

ben@buzzfeed.com

### Website

Buzzfeed.com

**Ben Smith**, who has been editor-in-chief of **BuzzFeed** since January 1, talks to Emory Sullivan about staffing up and the site's new focus on original content and breaking news

### How do you respond to those skeptical of your move from Politico to BuzzFeed, a site known for meme aggregation?

I don't think people are skeptical – at least not anymore. We're reacting to the news world as it is. Reporters and readers are spending a lot of time on these social media streams, so it would be crazy not to operate in that space.

The shift to social media, which can sound a bit jargony when people talk about it, is very much the world I inhabited as a political reporter. Twitter is where political conversation is taking place and it drained a lot of the life out of my blog, but I enjoyed being on Twitter. The idea that you write for social media just seemed totally natural.

### How is social media changing politics?

There's this new immediacy between political figures and operatives and anybody who wants to be in the conversation. If you're witty or crazy

**“WE WANT TO TELL PEOPLE SOMETHING NEW WITH EVERY ITEM”**

enough, you can interact with President Obama's top advisers. They're likely reading their at-replies – and that really is new.

### What has been the most professionally satisfying moment for you?

The debates – to be breaking news and have political reporters doing really sharp analyses and storytelling from the scene of these debates. In addition, we are cutting videos faster and more intelligently than anybody else, making memes, GIFs, and photo posts that are more attractive, smarter, and more plugged into the political conversation. We're having fun mixing these things up and not imagining that there's something illegitimate about one form or the other.