



## **FRIENDSHIP DAIRIES' PARODY CAMPAIGN FOR COTTAGE CHEESE HIGHLIGHTS WHAT'S REAL AND WHAT'S RIDICULOUS**

The Fruit on the Bottom launch campaign uses humor to make a low-interest category interesting and expand brand awareness in the \$1.1 billion cottage cheese market.

**ROCHESTER, NY (Oct. 1, 2018)** – Pouting lips. A designer jeans strut. Models caressing fruit and each other. And a rump-to-rump lineup of bedazzled derrieres featuring a brand ready for its fashion debut. Introducing, Fruit on the Bottom ... *Jeans?*

This is the opening of a satirical ad campaign that launched today from Friendship Dairies to introduce its single serve, Fruit on the Bottom cottage cheese snack. The spots spoof '80s-style fashion industry advertising – complete with thumping house music – before hitting its punchy reveal, "Fruit on the Bottom Jeans? Ridiculous. Fruit on the Bottom cottage cheese? Delicious!"

"The campaign pokes fun at the outdated and ridiculous messages women often get from the fashion industry," said Ray Langton, Sr. Product Manager of Friendship Dairies. "Our Fruit on the Bottom campaign parodies these messages with humor, creating stopping power that confidently puts focus on what's real and what's good."

The campaign, created by Rochester, New York-based agency Partners + Napier, is set to launch today in the weeks following New York Fashion Week.

"This campaign speaks to confident women. Part of being confident is the ability to laugh at the ridiculous. In addition, we wanted to explore a disruptive, double-take creative approach that leapfrogs old ideas about the cottage cheese category", said Sharon Napier, CEO of Partners + Napier. "It's about introducing a new snack idea and making people laugh along the way."

The new campaign continues Partners + Napier's strategy to avoid cottage cheese category clichés. Last year's brand campaign, *Share Friendship*, celebrated the power of friends connecting, demystifying a product category that has been associated with '70s-era bland dieting. In 2017, Friendship Dairies launched a video series which proved that the "Power of Friendship" can convert cottage cheese haters to lovers when they are tricked into trying a recipe made with cottage cheese.

The new campaign's videos, print and radio executions will launch with social video channels, digital/online, a network of influencers, public relations, local radio, email and in-store display.

#### ABOUT FRIENDSHIP DAIRIES

Friendship Dairies® ([www.friendshipdairies.com](http://www.friendshipdairies.com)) has been making high-quality cottage cheese, sour cream, farmer cheese and buttermilk for the last 100 years. As a product, they have integrity. As a brand, they hold together, stay true to who they are, and encourage others to do the same. They're purveyors of friendship and believe that friends open each other up to new experiences. They turn their loyalists into advocates, and their easy, crowd-pleasing recipes prove just how surprisingly fun sharing friendship can be.

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Ranked as one of 2018's Most Effective Individual Agencies in North America by Effie Worldwide, Partners + Napier is an insight-driven creative agency that helps brands leave a mark on people, business, and culture. The agency specializes in driving business impact in food and beverage, healthcare, financial services, travel, and technology, with clients including Constellation Brands, BMW Financial Services, Keurig Green Mountain, Xerox, Delta Vacations and Highmark Health. Partners + Napier is based in Rochester, New York, with service offices in New York City and San Francisco. Please visit [www.partnersandnapier.com](http://www.partnersandnapier.com) for more information.