



Willow Tree[®] poultry farm

Gotta love The Tree

Campaign

Hartford/Springfield/Southern I-95 Corridor

1st Quarter 2007



LITOS ADVERTISING & DESIGN

Good Thinking.

FSI's - Circulation 600,794



Radio - 16 stations

New Haven/Bridgeport

- WEZN-FM • WPLR-FM

New London

- WBMW-FM • WCTY-FM • WNLC-FM

Springfield

- WHYN-FM • WPKX-FM • WMAS-FM

Hartford

- WRCH-FM • WTIC-FM • WKSS-FM • WDRC-FM • WHCN-FM • WDKZ-AM

Berkshire/North Adams

- WHAI-FM • WBRK-FM

LITOS ADVERTISING & DESIGN

Good Thinking.

In-Store Signage



Retail Sign

Cling-on

Website



Point of Purchase "Coop-Ons"



3 Coop-Ons
(inside wrap)



2 Coop-Ons
(inside wrap)

1 Coop-On
(outside of box)

"Coop-Ons" are found on the inside of the 52 and 26 oz pie wraps as well as on the outside of the 8 oz box. They are also found on our turkey and stuffing packages. Coop-Ons are redeemable for fun Willow Tree merchandise!

 Willow Tree poultry farm **Cluck Truck**



LITOS ADVERTISING & DESIGN
Good Thinking.

Willow Tree's Corporate Mascot



LITOS ADVERTISING & DESIGN

Good Thinking.