



*Gotta love The Tree*

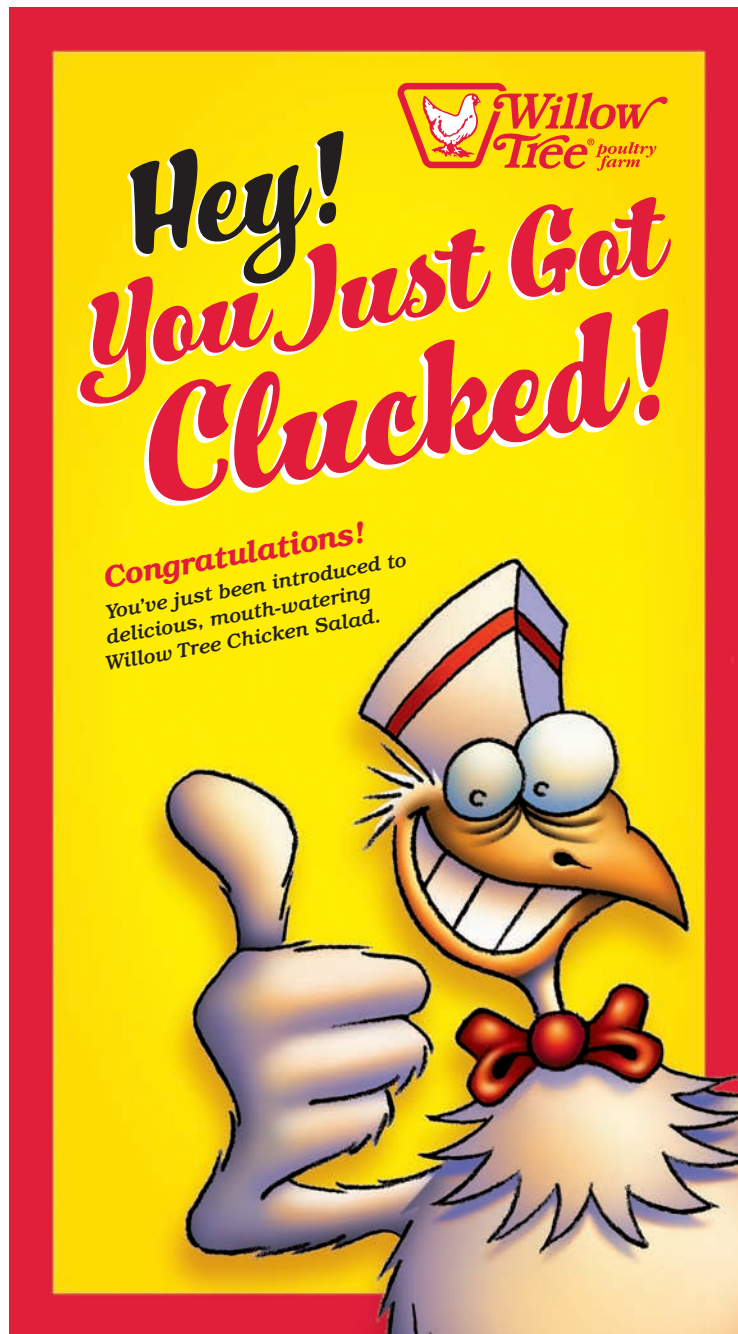
*Campaign  
Boston  
Summer 2006*

*I Got  
Clucked!*  
*in  
Boston*



LITOS ADVERTISING & DESIGN

*Good Thinking.*



**Clucked!** (klukt), v.t., the act of (a Bostonian) being selected to sample delicious, mouth-watering Willow Tree Chicken Salad.



## Billboards / I-93

Northbound - June



Southbound - July



## Radio - 8 weeks - 6 stations - June / July



## Cab Tops - June / July

50 cabs with 2 sided cab tops  
various Boston Routes

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# Willow Tree poultry farm **Events & Sampling**



## **Events**

14 events throughout the Boston area during June, July and August



## **Permitted Locations**

The Prudential / Faneuil Hall / Boston Common  
Bank of America Pavilion / Tweeter Center

## **Select Targets**

Fire Stations / Construction Sites  
City Hall / State House



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Willow Tree<sup>®</sup> poultry farm

# Cluck Truck



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 Willow Tree<sup>®</sup> poultry farm "Willy T"



Willy T. at the 2006 Boston Marathon



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# Give-Aways

## T-Shirts, Hats Buttons & Stickers



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Tree<sup>®</sup> poultry  
farm

# Campaign Micro-site

[igotclucked.com](http://igotclucked.com)

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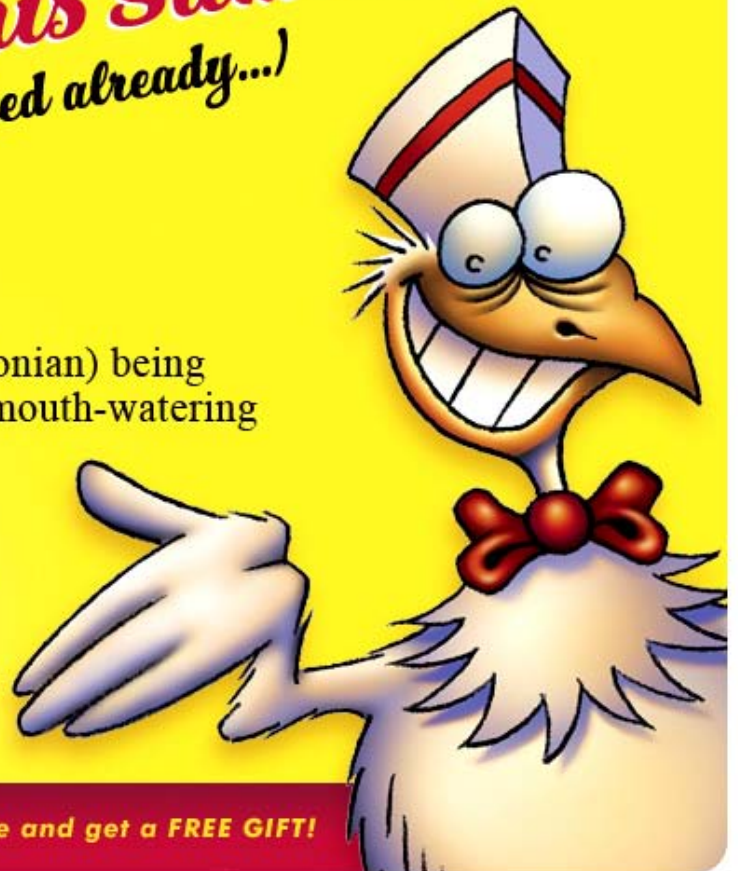
*Get ready to  
Get Clucked this Summer.  
(if you haven't been Clucked already...)*

## Clucked!

(klukt), v.t., the act of (a Bostonian) being selected to sample delicious, mouth-watering Willow Tree Chicken Salad.



Willow  
Tree<sup>®</sup> poultry  
farm



**GOT CLUCKED? Tell us about your experience and get a FREE GIFT!**

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