



BILLBOARD

METRA CARD



DIRECT DOOR DROP



**Stuff with Snickers and make bird bounce**

**With turkey, once is not enough**

**LINK AGENCY-HILLS BROS COFFEE**  
**AD AGENCY-HILLS BROS COFFEE**  
 Account Executive: GREGG BAI  
 Description: Hills Bros. Coffee  
 Client Name: LINK AGENCY-HILLS BROS COFFEE  
 Ad Number: 251868W01  
 Size: 3x10  
 Code Type: BAR  
 Publication Date: 11/15/2006

**Flavor You Savor!**

**enough**  
with the guilt already.

**HILLS BROS.**  
ORIGINAL BLEND  
Medium Roast

**Sugar**

Hills Bros. Coffee has the great taste you've always loved. Now we have a brand new can!

That's why we've been the trusted coffee since 1876. So give us another look next time you're in the supermarket!

For promotional offers or to find a store near you, please visit us online. [www.hillsbros.com](http://www.hillsbros.com)

NEWSPAPER AD

Founded in 1878, Hills Bros. has been the number one coffee selling brand in the Midwest. In addition to their market dominance, Hills Bros. continues to be a leading grocery brand throughout the U.S.

The Link Agency developed an integrated consumer campaign that ran for four months in the Chicago and Milwaukee markets. The campaign included a new jingle, radio commercials, print advertising, outdoor boards, transit, direct door drops, co-op with local retailers, event marketing and PR.

The campaign resulted in an increased trial by the consumer with a 11% return on door drop coupons, increased awareness of the brand and most importantly the biggest boost in sales the brand had seen in decades.