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Quaker launches ’Good Energy’ campaign

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These days, people are moving through life at turbo speed. In fact, they cite lack of energy as their leading concern, according to a global health trend report. Americans, especially moms, are in the midst of a human energy crisis: people run out of energy even before they run out of time in their day.

In response to that, Quaker has launched a new campaign to energise families to do what matters most to them.

“Quaker is on a mission to help Mom by providing the good energy she wants through the power of the oat, as part of a holistic lifestyle plan, in conjunction with other choices such as enough sleep, exercise and ‘me-time.’ The idea is that one good choice leads to another,” said Justin Lambeth, Quaker’s chief marketing officer.

Quaker’s new “Good Energy” campaign is coming to life this month through an integrated marketing plan that includes print, digital and TV advertising, social media and public relations. Quaker featured a full-page “manifesto” ad in The New York Times and People magazine that

underscored its role as the only brand that can deliver the power of the oat in so many delicious and convenient ways. The brand also launched new TV spots for Quaker Oatmeal and Real Medleys.

In addition, Quaker created a branded experience at the Sundance Film Festival. Celebrity spokesperson and mom Brooke Burke Charvet hosted the premier of "Not a Matter of Time" on the human energy crisis, using real stories from moms and their families. Filmgoers were served a range of delicious, innovative oat-based products.

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