

# PRWeek

## Popchips goes on the road to promote brand and its new flavors

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SAN FRANCISCO: [Popchips](#), the maker of all-natural potato chips, is kicking off the summer with a few new flavors and a mobile snack tour in key cities. The tour is part of a larger marketing campaign that is "tying everything together with a limited amount of targeted advertising, our PR, and our sampling campaign," said Keith Belling, founder and CEO of Popchips.

Working with PR AOR Formula PR, Popchips is going out with the message "make snacking fun again" to a wide range of media outlets, with mailings and events to introduce editors to the product. Earlier this week *The New York Times* ran a story on the campaign. Popchips, which launched in 2007, introduced several new flavors in June, and also started a summer-long mobile tour with stops in New York, San Francisco, and Los Angeles.

"When we think about marketing, for us, probably what's most important is getting Popchips into people's hands and mouths," Belling said. "We have a pretty broad sampling initiative." Popchips is also doing an "influencer campaign," Belling said, introducing the product at "snack breaks" at companies like Nike and [Twitter](#).

Popchips is on the [micro-blogging site](#), and [Facebook](#), Belling said. "We're actively trying to build our personality and reach out to consumers through social media."

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