

CONSUMER

MARKETING PROGRAMS OVERVIEW

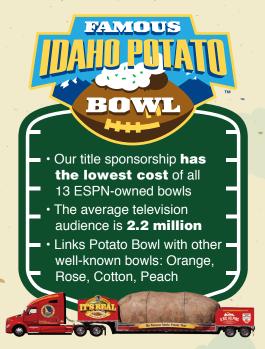
One Marketing Budget = Many Successful Marketing Programs See what the Idaho Potato Commission is up to!

NATIONAL COMMERCIAL



So effective that hundreds of thousands of people all over the country are still telling the Big Idaho Potato Truck to go home because the farmer is looking for it! With

550 million media impressions, it's no wonder.



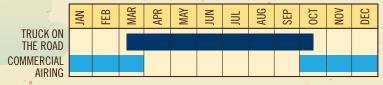


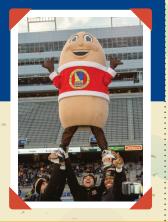
This potato-based local New Year's event makes national and even global news. Rated as one of the Top 5 Things to see dropped on New Year by USA Today.

SPUDDY BUDDY IS #1!

Spuddy Buddy was declared the #1 College Football Bowl Mascot by SBNation, beating out the fierce competition. His excited demeanor won over the hearts of millions. making Spuddy Buddy the winner, hands down.

A FULL YEAR OF NATIONAL EXPOSURE





RACING FOR ORPHANS WITH DOWN SYNDROME

RODS RACING

Athletes racing all over the country to support adoption of Down syndrome children is a win-win. So far we've helped get 35 orphans to their forever families.

FAMOUS IDAHO® POTATO TOUR



BIG HELPING is the Idaho Potato Commission's chance to help local communities all over the country. For every signature added to our "Big Helping" sign board, \$1 is donated (up to \$500) to a local charity in the community that the Big Idaho Potato Truck visits.



The Big Idaho Potato Truck is directly compared to the success of the Oscar Mayer Wienermobile that has been around since **1935!** People love the truck!



Since 2012 the number one question we still get about the Big Idaho Potato Truck -

"Is that potato real?"

For more information on our programs, visit IdahoPotato.com/industryrelations

Please visit Idahopolato.com for more than 1,500 nutritious and delicious Idaho® potato recipes. For daily updates and to be part of our social media community, follow us on:









