



ONLINE MASTER'S DEGREE IN STRATEGIC PUBLIC RELATIONS

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MaggieMoo creates a brand icon

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When she's a brand character invention, positioned by PR as oblivious to her true bovine beauty, adorably aspiring to be the next cultural icon.

Ogilvy Public Relations Worldwide was enlisted by NexCen Franchise Management to help debut the ambassador (brand icon) for MaggieMoo's Ice Cream & Treatery as the newest “celebutante” on the American pop culture scene.

Strategy

“The strategy of the ‘Out & About’ campaign was to position Miss Maggie Moo as a brand icon... to ultimately elevate the brand to a household name,” says Jenn Johnston, SVP of brand marketing for NexCen Franchise Management.

The campaign was built around a series of events designed to get Miss Maggie Moo “Out & About” alongside famous celebrities, with a charitable purpose.

The idea was to attract media coverage by positioning Miss Maggie Moo as “one of them,” Johnston says.

“As a brand, Maggie Moo appeals to a demographic tapped into current trends and media,” says Steven Rice, VP at Ogilvy.

Tactics

Eyeing celebrities appearance schedules and new TV debuts, Ogilvy enlisted Platinum Rye Entertainment to secure celebrity arm-candy for Miss Maggie Moo.

First, *Gossip Girl*'s Chace Crawford and soap star Cameron Mathison joined Maggie for a Toys for Tots charity shopping spree in New York City in December 2007. The latest event featured *Dancing with the Star*'s Cristian de la Fuente (pictured above) celebrating Maggie's birthday at a Boys & Girls Club of Harlem in July. The team conducted traditional media outreach for each event.

Results

“Each subsequent appearance garnered more media attention than the previous, heightening brand visibility and opening the door for future opportunities,” Johnston says.

Rice adds that the team has seen a rise of awareness and visibility of Miss Maggie Moo as a brand icon, and that her social media pages have increased in the number of friends and members. “The campaign has helped to position Miss Maggie Moo as a brand organizations want to partner with,” he says.

In addition, outlets like *Entertainment Tonight* covered the events.

Future

Miss Maggie Moo is planning a holiday-themed charity “Out & About” for November or December.

PRWeek's view

It's not easy to gain access to the vaunted pantheon of brand characters like geckos, energized bunnies, cereal pirates, and hamburger kings.

But while Miss Maggie Moo is no Miss Piggy, at least not yet, she is now a proven PR vehicle supporting a running program that builds a brand and generates top-tier coverage – at relatively minimal costs.

This campaign also works because it taps into the fascination with pop culture.

It's tuning in for a tongue-in-cheek, lighthearted take with a charming, oblivious charter being squired around by hunky heartthrobs, all for a good cause.

PR team: NexCen Franchise Management (Norcross, GA) and Ogilvy Public Relations Worldwide (Atlanta)

Campaign: Miss Maggie Moo's “Out & About”

Duration: December 2007-ongoing

Budget: \$40,000 for each event