

# Red Lobster rolls out 40-ft. shellfish

By Craig McGuire

A 3,000-pound lobster washed up on Manhattan's South Street Seaport last Wednesday morning – well, sort of. Get out the lobster bibs, a vat of butter and a PR Play of the Week statuette.

The 40-foot crustacean, fortunately of the fiberglass variety, is the centerpiece of Red Lobster's Coast-to-Coast Tailgate summer tour, coordinated with the help of the seafood lovers at Porter Novelli. Red Lobster wants consumers to know it's about more than just fried fish – and what better way to do so than bolting a mon-

strous pseudo-shellfish to the roof of a 1999 Ford F350 truck?

The strong silent type, "Clawde" the lobster made quite an impression in Gotham, eliciting gasps of delight (and, in some cases, utter bewilderment) from children and Wall Streeters alike. Several of the Seaport's notoriously gruff dockworkers even donned lobster-shaped hats. The local and national media ate it up – the possibilities of free food and giant creatures emerging from the sea somehow always manage to get the attention of the press.

What made the Red Lobster event more than your garden-variety "look at us!" PR stunt, however, was a charitable tie-in with the company's Cops & Lobsters program, which raises funds for the Special Olympics.



Lobster crawl... 'Clawde' will stop in at least 10 cities on its summer tour

Don't be surprised to see Clawde crawling up beside you on the highway this summer. The tour runs through August, stopping in at least 10 cities.

"We're getting great responses," said Red Lobster

"Road Ambassador" Mark Kelly. "They pull us over to take pictures and offer us tubs of butter. My personal favorite is when we hear, 'Do you know a giant lobster's attached itself to the back of your rig?'"

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