

# PRWeek

## Formula PR to sweeten Snap Infusion's US debut

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ANDOVER, MA: Formula PR has been hired by Snap Infusion, a maker of healthy candy alternatives, to support its national launch as North American AOR.



Snap Infusion's SuperCandy line is hitting the US market this month online and in stores, including Amazon.com, fitness clubs and sporting goods stores. The offerings, in low-calorie gum, tart, and caramel varieties, do not contain artificial sugars, trans fats, hydrogenated oils, or high-fructose corn syrup, said Eric Stoll, founder and CEO of Snap Infusion.

Stoll said the company was "smitten" with the Formula team, and was impressed with the agency's work with similar clients such as Honest Tea, Kashi, and popchips.

SuperCandy is targeted to active social consumers between the ages of 18 and 29, and will also have a kid-focused component.

"Formula knows the category, and they have unbelievable relationships," Stoll added. "It was good to see the breath of their work covering the areas of interest our brand has."

Snap Infusion hired Formula based on a referral and an informal RFP process, Stoll said. The agency is under a one-year, \$8,000-\$10,000 monthly retainer.

"It was very clear to me that they could execute much faster than anybody else could to make sure that we owned that window of innovation, and that we would be recognized within the media, and within the category as the creators of SuperCandy," he said. "We had to align, and land that one major bite."

Formula is now conducting media outreach nationwide for the candy brand. Planning is underway for Q4 initiatives and marketing campaigns, including a program timed for Halloween.

Michael Olguin, president of Formula, said the company will host a New York City media event within the next month to include "aggressive outreach to top-tier press," including the broadcast, lifestyle, sports, and food segments. It will also allow media reps to test the product, and to see what the brand is all about. A broad national outreach program will follow.

Formula will also be handling an influencer campaign, Olguin added.