



Case Study – Launch of the Challenger Bread Pan – Phase 1 **10/20**

Background

In early 2020, Challenger Breadware tasked Wayne Henninger Communications (WHC) with launching its revolutionary Challenger Bread Pan. With a limited budget, the campaign was to focus on ten lifestyle consumer media outlets (online). Without adding any extra fees, WHC expanded the go-after list to include additional food media, “second tier” lifestyle publications, and a handful of bloggers / influencers, in addition to the likes of Forbes, CNET, and others. The initial campaign’s goal, aside from successfully launching the new product and building brand recognition for the company, was to set the stage for a larger PR initiative that would announce more to-be-developed products, and expand the media targets to include business and international consumer publications (2021).

Challenges

Jim Challenger, baker, founder, and president, is a serial entrepreneur who built companies in the tech industry. He launched Challenger Breadware because of his love for baking. Thus, he and the new company had zero name recognition in the food space. In addition to a limited budget, the initial price point for the Challenger Bread Pan (\$295) was a hurdle to overcome.

Process

In February, 2020, WHC wrote and distributed the launch press release. The distribution was two-fold. While a believer in wire service distribution, WHC emphasizes customized outreach as the best way to build relationships, gain trust, and garner hits. In addition to customized outreach, the press release was also distributed via PRNewswire.

Samples of Customized Outreach Media Hits (not via PRNewswire and compiled *without* using a media tracking service)

[Southern Living](#), [New York Magazine](#), [Food & Wine](#), [CNBC](#), [Taste of Home](#), [Better](#), [CNET](#), [Forbes](#), [Serious Eats](#), [Real Food Traveler](#), [Cooks Illustrated](#), [Country Living](#), [Food & Wine](#), [The Sourdough Podcast](#), [Leavenly](#), [Broot](#), [Your Tango](#), [Gear Diary](#), [Taste of Home](#), [New York Times](#), [Taste of Home](#), [Country Living](#), [South Lakes Style](#)

Results

Online Readership – **820 million**
Estimated Coverage News – **954,000**
Social Shares – **9,100**

Additional Hits (from launch press release)

[Bread Magazine](#) – (Very influential in the baking space) – Product Spotlight
- 2,500 subscribers to newsletter (November)

[Bake From Scratch](#) – Product Spotlight (Print – Sept / Oct Issue)

- 125,000 circulation
- Earned Media to Advertising \$ Value - \$2,500
- Online coverage/reach is not included in this case study

Saveur Magazine – [Product Spotlight](#) (Print – Fall Issue (p.57) / Highly read The Saveur 100 edition)

- 206,569 circulation
- Earned Media to Advertising \$ Value - \$11,000
- Online coverage/reach is not included in this case study

PRNewswire Results (Launch Press Release)

- Total Pickups - 138
- Total Potential Audience – 87 million

Sample Hits After Launch Was Completed (includes other products, company news, and gift guides)

[Taste of Home](#), [Bake Magazine](#), [Country Living](#), [Business Insider](#), [Bake Magazine - Brand Ambassador](#), [Kitchn](#), [Bake Magazine - Brand Ambassador - 2](#), [Bake Magazine - Starter Jars](#), [Wirecutter](#), [Forbes](#), [Pastry at Home](#), [Taste of Home - Starter Jars & Pan](#), [Good Housekeeping](#), [Spruce Eats](#), [Swagger Magazine](#), [MSN - F&W](#), [Content Kitchen](#), [Epicurious](#), [The Knot](#), [NYT - Wirecutter](#), [Swagger Magazine - Pizza](#), [Swagger Magazine - July 4](#), [Taste of Home](#)

9/11/22 – YES! (Gannett) Insert Featured the Challenger Pan - YES! is made available to Gannett newspapers in 22 markets. It is a print only product with nearly 1.4 million subscribers in 17 states.

9/21 – Better Homes & Gardens – Bread special interest magazine pan placement

3/21 - Martha Stewart Living – Challenger Bread Pan pictured and captioned

“When we launched the Challenger Bread Pan, we didn’t have much name or brand recognition in the food space. Wayne Henninger Communications put us on the map and then some, getting our product in front of the right editors and reporters. The media attention we received, and continue to receive, is what we needed. I appreciate Wayne Henninger’s assertive approach, his communication with us, and his ability to deliver great consumer PR. I look forward to launching new products, and having Wayne Henninger Communications get the media to pay attention and cover our news.” - Jim Challenger, Founder / Baker



WAYNE HENNINGER
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