



ANDERSON HUMPHREYS LLC

ADVERTISING. PERSPECTIVE.

## Foxtail Foods

Foxtail manufactures and sells, pies, cakes, muffins, cookies and a host of other delectable tastes. They have moved in on the “big boys” and taken quite a slice of their pie chart. The power of strong images, with the understanding that quality is perceived, was constant throughout the campaign.



**We Know You'd Like What Comes From Our Bakery**  
(If We Could Ever Get Them Past Our Taste Tester).

*"If you ask me, I've got the best job...deep fudge brownies...  
ummm...at Foxtail Foods.  
You've never seen so many...macadamia nut cookie,  
crunch, munch...a welcome cookies, muffins, fruit and  
cream pies and more. My fellow employees may not  
know how delectable, simple to prepare...ooohhhhh  
French silk pie...and consistent in quality all  
our recipes are. But I sure do...burp...Seize me."*

*"And when you can whip up as many as 17,000 pies in  
an eight-hour shift...lemon meringue...yum, yum...  
like we can, I stay pretty busy. For delicious, easy to prepare  
and reliable bakery items, give us a call at 1-800-487-2253.  
It's a tough job, but somebody's got to do it. Might  
as well be...chocolate  
chip  
muffin, gulp...me."*

Trade Ads

- Foxtail Pies -

Introducing Foxtail's New Egg Custard Pies.  
So rich, you would swear we used a couple  
of these.

**Sell an inferior pie and decreasing profit margins  
might not be the only thing you have to face.**

*"We know that in the pie business you're only as good as your last pie,  
so we're constantly taking steps to ensure that ours are the most  
creative (and of course, delicious) creations around. She also  
whee... that in mind, ask yourself... are my pies going to come me to love here?"  
And if there's the slightest tinking of doubt, give us a ring at 1-800-478-2251.  
Because in our pie, consistency is truly the recipe for success."*

