

Welch's Appoints Ketchum as Public Relations Agency of Record

Written by Australian Business

CHICAGO, Oct. 3, 2013 /PRNewswire/ -- Welch's, a family-farmer owned company and the leading marketer of Concord and Niagara grape-based products, appointed global public relations agency [Ketchum](#) as its agency of record after a competitive pitch. The account will be led by Ketchum Midwest's Food & Agriculture Practice, based in Chicago

"We chose Ketchum due to their strong understanding of consumer media, creative ideas, as well as tremendous depth in the agriculture space," said Matthew Wohl, Chief Marketing Officer, [Welch's](#).

"Family farmers and the Concord grapes they grow are at the heart of Welch's, and Ketchum's background makes them the ideal partner to help us tell this unique story."

The team is kicking off its work at the busiest time of year for Welch's and its growers. Harvest season for Concord grapes takes place during a few short weeks each fall. Ketchum is working with Welch's to share the harvest with consumers while reinforcing the great taste and heart-health benefits of Concord grapes and 100 percent grape juice.

"We are especially excited to work with the Welch's team because we have a real passion and appreciation for the story behind growing Concord grapes and the nutrition of that little purple fruit," said [Bill Zucker](#), partner and director of Ketchum Midwest. "Our team is anxious to begin executing some of the 'break through' concepts we've presented to Welch's."

Break through is Ketchum's brand promise, and it's what sets the agency apart. Break through means ideas that shatter expectations – moving messages and minds with unexpected ideas. To round out the agency roster, Ketchum is joining FoodMinds, which serves as the Health Professional Outreach agency for Welch's.

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About Ketchum Ketchum is a leading global communications firm with operations in more than 70 countries across six continents. The winner of 11 Cannes Lions and an unprecedented three consecutive *PRWeek* Campaign of the Year Awards, Ketchum partners with clients to deliver strategic programming, game-changing creative and measurable results that build brands and reputations. For more information on Ketchum, a part of Diversified Agency Services, a division of Omnicom Group Inc., visit www.ketchum.com

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About Welch's Headquartered in Concord, Massachusetts, [Welch's](http://www.welchsfarms.com) is the processing and marketing subsidiary of the National Grape Cooperative. Welch's is owned by more than 1,000 family farmers across America and in Ontario, Canada, who make up this cooperative and who grow the delicious and inherently healthy Concord grapes used in Welch's juices and other grape-based products. Welch's is committed to research and development that will meet the growing demand for products that address consumers' health and nutrition needs. Welch's products are sold throughout the United States and in approximately 40 countries around the globe. Welch's is an Equal Opportunity Employer – Minorities/Female/Disabled/Veterans.

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