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Taylor nets Jenny Craig task

BY NICOLE ZERILLO

CARLSBAD, CA: Jenny Craig, the weight management company privately held by Nestlé, recently named Taylor as its AOR, following a competitive review.

Taylor will provide the company with PR strategy to leverage the brand, including support in media outreach, new campaigns, and spokespeople, said Kristi Roehm, director of PR and corporate communications at Jenny Craig.

The firm began work on the one-year contract January 1. It is currently reaching out to entertainment and general media to promote spokeswoman Queen Latifah, who was recently re-signed, said Erin Weinberg, managing partner for Taylor.

The company sought out a new agency for “fresh thinking” and “a new approach,” Roehm said.

“We’re a large company, and we wanted to meet with firms capable of handling multiple markets,” Roehm

noted. “Taylor set [itself] apart in terms of lifestyle, sports, and consumer media across the board. [It was] a clear point of differentiation of [being] strong in all three areas.”

Outgoing agency Lippe Taylor was invited to pitch, but declined, Maureen Lippe, president of Lippe Taylor, said, via e-mail.

The review began in October and lasted three months, with five, undisclosed firms requested to present in person, and two finalists. ■



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