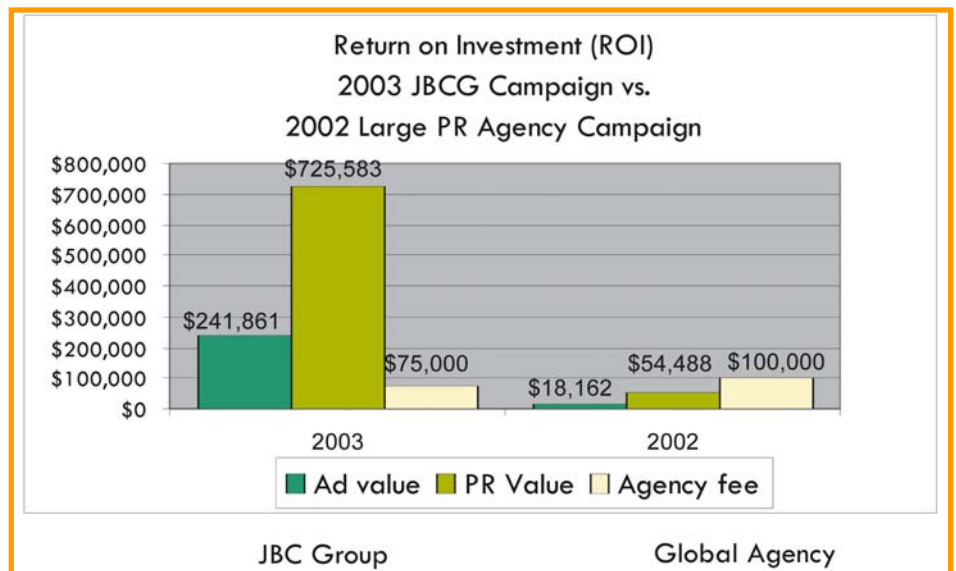


Campaign

We knew performance credibility was going to be an issue with a product like the ThermaCell mosquito repellent system, so we put together a detailed media packet to create a credible background for the line, and attacked all timely media targets. The West Nile Virus was also a pivotal factor in our campaign because of its inherent newsworthiness.

RESULTS

More than 49 million viewers, readers, and listeners were exposed to the brand in summer of 2004. This was an over 1000% increase from the campaign conducted by a famous PR agency the previous year. We also met and exceeded all of our client's objectives and are implementing the next summer's campaign targeting hunters and fishermen, as well as home and garden.



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GARDEN

ThermaCELL Handheld Mosquito Repellent

With a coverage range of 225 square feet, ThermaCELL's Handheld Mosquito Repellent system is the most effective area-wide mosquito repellent available. It is as small as a television remote control and is now available in a camouflage casing—perfect for trips afield, while undetectable to game. Slip it in a cargo pocket, hang from a backpack or latch on a belt to keep mosquitoes and other biting insects away. The repellent is derived from a naturally occurring insecticide, pyrethrin, which is found in the pyrethrum flower. U.S. government testing has proven it to repel up to 98 percent of mosquitoes, which made it good enough for use by the U.S. Army. ThermaCELL is available at many hunting and fishing retail stores nationwide. Contact Schwalbe Corporation, Dept. SI, 100 Crosby Drive, Bedford, MA 01730; (866) 753-3837; www.thermacell.com.

3. THERMACELL MOSQUITO REPELLENT

Speaking of barbecues, there's nothing that will ruin yours faster than a swarm of mosquitoes. But there's no need to fear, ThermaCELL is here. The new ThermaCELL Mosquito Repellent offers a simple, intuitive way of keeping those pesky bloodsuckers away. All you have to do is press the start button to light its patented butane technology. Within ten minutes your surrounding area will be mosquito free. It's great for use at home for patios and porches, sporting events, picnics, or camping trips. \$19.99 www.mosquitorepellent.com

ThermaCELL's lantern (top) and handheld units keep biting bugs at bay.

BUGGIN' OUT

Homeowners who like to spend time in their gardens at night will appreciate the ThermaCELL[®] Mosquito Repellent Lantern.

The cordless and portable light emits a soft glow like a candle and automatically turns off if it tips over. Available in two sizes, the lantern comes with replaceable cartridges and insect repellent mats. It can be found at Ace Hardware, K-Mart and Walgreens Drug Stores; or log on to www.mosquitorepellent.com.

Bug-a-boo

Another mosquito repellent option is available for itchy skin this summer. If you don't like lotions, sprays or citronella candles, try ThermaCELL Mosquito Repellent, an odorless airborne repellent that covers 225 square feet. Made with allethrin, a natural insecticide produced by plants, the product comes in four cordless, carry-it-with-you vessels, all no bigger than a breadbox: a small "compact," a handheld portable, a lantern and a min lantern. (All but the min lantern, which is lit by a match, need only the press of a button and the ThermaCELL butane cartridge self-ignites.)

"It's the most effective repellent available to consumers," says JB Cumberland Group senior account executive Shannon McCabe; she adds it's 98 percent effective and used by the U.S. Army. The odorless repellent usually costs between \$10 and \$30. It's sold at stores including Ace Hardware, CVS, Kmart, Meijer and Walgreens.

—Hillary Campbell

Scare away skeeters

Editor's note: This feature shows the latest must-have gadgets.

WHAT IS IT? ThermaCELL Mosquito Repellent.

WHAT DOES IT DO? ThermaCELL Mosquito Repellents are hand-held devices about the size of a television remote control that repel 98 percent of mosquitoes and other airborne biting insects in a 225-square-foot area.

The repellents use butane cartridges that heat a 1.4-by-2-inch "mat" to repel insects. The mats are coated with allethrin, a chemical copy of a natural insecticide found in the pyrethrum flower, a member of the chrysanthemum family.

"The technician in the science lab told me they'll smell a funny smell and just fly away," said Shannon McCabe, a ThermaCELL representative.

Humans and other mammals can't smell the chemical, and it doesn't harm animals or insects.

The repellents were originally developed for hunters who spend quiet, motionless hours in

ThermaCELL repels 98 percent of mosquitoes in a 225-square-foot area.

their tree stands all day, she said.

Ms. McCabe said that tests conducted by the United States Army in Korea, Turkey, Maine and Costa Rica found that ThermaCELL repellents were most effective in a 15-foot diameter.

"In no-wind conditions, the protection level most likely would

have been higher," she said.

The repellents come in a camouflage model (\$30), an appliance model (\$20) and a compact model (\$10) as well as lantern models (\$24.95 and \$13). The mini models offer the same protection as the bigger models, Ms. McCabe said.

The difference is that larger repellents offer a built-in igniter, and compact repellents require manual lighting with matches.

Refill packages include one butane cartridge that lasts 12 hours and three mats that last four hours each. Although the device is EPA approved and safe to use around children, Ms. McCabe recommends keeping it out of their reach because they could eat the mats or misuse the fire.

ThermaCELL repellents and refills can be purchased at hardware stores, drugstores and discount stores. For more information, visit www.mosquitorepellent.com or call (866) 733-8377 (1-8-NO-SKEETERS).

—Amy Hotz

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