



- Advertisement -

Peelz launches first national media campaign

November 30, 2021

[Peelz Citrus](#) of [Fowler Packing Co.](#) announced the launch of its Thiz iz Peelz campaign, the brand's first-ever national media campaign.

“Our Thiz iz Peelz campaign is multifaceted and is designed to continue to build brand recognition and introduce Peelz in new markets,” said Justin Parnagian, CEO of Fowler Packing Co. “We are communicating with consumers with a healthy dose of attitude and personality, that provides a counterpoint to the mostly wholesome, child-focused world of fruit and mandarins. This campaign speaks to everyone, all while cementing the Peelz name in the minds of every shopper, buyer and supplier across America.”

The campaign communicates an antidote to the unnecessary. The counter to complexity. Peelz are the simplest snack amidst the growing complexity in the broader snack category. Life is complex, snacking doesn’t have to be.

Parnagian added, “We made a huge financial investment in our Peelz brand and will continue to utilize marketing strategies to drive strategic growth. This is an exciting time for Peelz, launching its first national campaign, with many more to come in the future. This is just the beginning, and we couldn’t be more thrilled to introduce Peelz to a broader audience, keeping Peelz top of mind as they shop with our valued retail partners.”

The campaign launched yesterday across a variety of media formats, including TV, streaming, social media, out of home and in-store.

[Print](#)