



NEWS RELEASE

Hidden Valley® Launches 'Ranch Out' Campaign To Inspire America To Get Inventive With Ranch

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OAKLAND, Calif., Jan. 26, 2017 /PRNewswire/ -- The founders of **Hidden Valley®** invented ranch back in 1954 and today it's America's favorite salad dressing. Yet, nine out of 10 people are using Hidden Valley® beyond just salads. In response, the much loved brand is inviting people to "Ranch Out" and celebrate its breath of ranch flavors as the perfect accompaniment to almost any food.

'Ranch Out' invites people to get creative and unleash a new level of deliciousness by drizzling, dunking and dipping their favorite foods, in the brand's range of flavors, or by making delicious, easy recipes infused with Hidden Valley® ranch. This new integrated marketing campaign is rooted in its belief that every day is worth getting excited about, and food is a great place to start.

"This is the most significant brand marketing platform shift for Hidden Valley® in more than 10 years. We were inspired by our consumers, who we noticed were taking ranch beyond the salad," said Brian Steinbach, Marketing Director, Hidden Valley®. "Our new 'Ranch Out' campaign is about inspiring people to continue to think differently about ranch and Hidden Valley®."

The fully integrated 'Ranch Out' campaign will be supported by a **30-second anthem video**, as well as a family of **15-second** television spots and digital advertising. New television spots will air from January 29. The campaign will also include social media, shopper and public relations. Ranch lovers are encouraged to join in on the 'Ranch Out' conversation by using #RanchOut across social media platforms.

"We're excited to showcase the innovative spirit across our campaign," said Megan Ritter, Associate Marketing Manager for Hidden Valley®. "Our founders invented ranch more than 50 years ago, so it's only right we're the ones to think about all the places to take ranch for flavors and foods, for the next 50 years and beyond."

About Hidden Valley® Ranch

The HV Food Products Company is a subsidiary of The Clorox Company (NYSE: **CLX**), a leading multinational manufacturer and marketer of consumer and professional products with about 8,000 employees worldwide and fiscal year 2016 sales of \$5.8 billion. Clorox markets some of the most trusted and recognized consumer brand names, including its namesake bleach and cleaning products; Pine-Sol® cleaners; Liquid Plumr® clog removers; Poett® home care products; Fresh Step® cat litter; Glad® bags, wraps and containers; Kingsford® charcoal; Hidden Valley® dressings and sauces; Brita® water-filtration products; Burt's Bees® natural personal care products; and Renew Life® digestive health products. The company also markets brands for professional services, including Clorox Healthcare® and Clorox Commercial Solutions®. More than 80 percent of the company's sales are generated from brands that hold the No. 1 or No. 2 market share positions in their categories.

Clorox is a signatory of the United Nations Global Compact, a community of global leaders committed to sustainability. The company also has been broadly recognized for its corporate responsibility efforts, most notably receiving two Climate Leadership Awards for Excellence in 2015 and a Safer Choice Partner of the Year Award in 2016 from the U.S. Environmental Protection Agency as well as being named to CR Magazine's 2016 Best Corporate Citizens list and included in the 2016 Newsweek Green Rankings. The Clorox Company and its foundations contributed nearly \$17 million in combined cash grants, product donations, cause marketing and employee volunteerism in the past year. For more information, visit **TheCloroxCompany.com**, including the Good Growth blog, and follow the company on Twitter at **@CloroxCo**.

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