



FOR IMMEDIATE RELEASE

PRWeek Names Hewar Social Communications in its Digital Campaign of the Month

WASHINGTON, DC, January 10, 2012 – [Hewar](#) is pleased to announce that *PRWeek*, the leading trade media outlet for the public relations industry, names the firm in its Digital Campaign of the Month feature. Hewar focuses on helping its clients reach consumers online and motivate them to take action both online and off, which is precisely what Hewar did with client, [Saffron Road Foods](#)™ during the month of Ramadan.

We're proud to have our efforts recognized by PRWeek, an influential voice in the PR field, and hope our firm's success will solidify for others the value of addressing growing niche markets," says Lisa Mabe founder and principal of Hewar. *"As demographics are currently shifting in the U.S., now is a critical time for companies to start proactively addressing growing consumer segments that they may have previously ignored – from lifestyles, ethnicities to faith groups,"* says Mabe. Hewar's achievement with Saffron Road and collaboration with Whole Foods Market® represent the opportunity for success for other brands that want to communicate with minority consumers in unique and culturally relevant ways.



The objectives of the campaign were to increase brand awareness and sales among Muslim consumers during Ramadan. Digital outreach resulted in significant increase in Saffron Road's social media base and online conversations, but most importantly, increasing brand sales by 300% during the month-long campaign.

"Within the grocery category in particular it is critical to segment consumers and identify where they are online so brands can be a part of their conversations there. From Halal and Kosher to Gluten Free, Vegetarian, All Natural and Organic, brands must know where and how to reach their consumers online," says Mabe.

Details on the campaign can be found in *PRWeek's* new January issue on page 19, [Saffron Road Picks a Perfect Time for New Consumer Push](#).

Hewar's work in cross-cultural public relations is frequently cited as case studies on how to effectively reach consumers online. Specifically, Hewar's success with Saffron Road can be found in the new book, [Marketing to the New Majority](#), as well as from Advertising Week [here](#).

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About Hewar Social Communications

Based in Washington, D.C., Hewar Social Communications is a new breed of social communications consultancy that empowers brands to better define their social media reality and more effectively drive their digital dialogue. As experts in cross-cultural communications, we often focus on helping brands reach niche and multicultural consumers in culturally relevant, impactful and results-producing ways. Learn more about Hewar at www.hewarcommunications.com.

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