

## News & Features

### Global Member News

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Roundy's Chairman Bob Mariano and his intrepid executive crew take quality control to new heights in three secret agent-inspired spots directed by **Theodore Melfi** of **GARTNER** for the Midwest supermarket chain's private label brands. Created via agency Kerker/MN, the TV and Web campaign - *Ice Cream*, *Orange Juice*, and *Potato Chip* - touts the fact that every **Roundy's** brand has been approved personally by the Chairman, while offering us an amusing glimpse into the super secret selection process. Other talents included Gartner executive producers **Don Block & Rich Carter** and Schnitt editor Charley Schwartz.