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Chili commercials feature locals

By Amanda Hopkins

To become the Flavor of Cincinnati as the commercials advertise, Gold Star Chili enlisted the help of its own employees.

"We didn't use professional talent," Gold Star marketing director Charlie Howard said.

"We tried to pick employees or friends (of employees)."

Howard said the purpose of using the store employees and friends in the commercials is to get the employees excited about working if they are actively involved in the campaign with the commercials.

"We are really trying to get employee buy-in," Howard said.

He said Gold Star is using their employees as "ambassadors" for the public.

One of those "ambassadors" is Rob Thrower of Sycamore Township.

Thrower, an employee of the Arbor Square Gold Star in Mason, was featured in two of the new commercials. He said that the key for bringing in customers is employee hospitality.

"You have to break the ice, make (the dining experience) fun," Thrower said.

Thrower said he talks to his regulars and other customers about everything when they come in to Gold Star. He said he talks to them "like you would your family."

Thrower is the kind of "good, customer service person" Howard had in mind with the new campaign.

Using Thrower and other employees as well as shooting various shots of local neighborhoods to promote Gold Star's place among the city's favorites, Howard said sales

have been doing well and are above last year's at the same time. He says the sales increase shows important chili is to the local culture.

"In good times and bad times, Cincinnati chili is good value," Howard said.



Rob Thrower of Sycamore Township is one of the Gold Star Chili employees that has been featured in the new commercials for Gold Star's newest advertising campaign. The campaign focuses on making Gold Star the "flavor of Cincinnati" and using employees and friends the faces of the campaign. Thrower is an employee of the Arbor Square Gold Star in Mason.

(Amanda Hopkins/Staff)