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LOUISIANANS TO CROWN TOP KING CAKES IN FOURTH ANNUAL KING CAKE SNOB RANKING COMPETITION

Votes submitted to KingCakeSnob.com to decide Louisiana's favorite brands and flavor varieties

MANDEVILLE, LA – Jan. 7, 2019 – Today, King Cake Snob announced the launch of its fourth annual “Seal of Approval” ranking competition, which will award the top traditional and filled King Cakes of 2019 from bakeries throughout Louisiana.

Louisianans from across the state can visit KingCakeSnob.com, the definitive online ranker for King Cake enthusiasts, today through Feb. 21 to cast their votes and watch as their favorite cakes rise through the ranks. Those who participate in voting are also automatically entered to win a weekly drawing for a free king cake.

The 2018 competition set a new record for King Cake Snob, with nearly 4,000 King Cake reviews on KingCakeSnob.com. Featuring 525 different cakes from more than 150 bakeries, Caluda's King Cake emerged victorious in four of the five categories, including the best overall “Traditional” and “Filled” cakes.

Last year, King Cake Snob partnered with local clothing company Dirty Coast to design a custom Mardi Gras t-shirt. Proceeds from the t-shirt sales totaled more than \$1,400 and were donated to Second Harvest Food Bank to feed the hungry in south Louisiana.

King Cake Snob is a community project by Innovative Advertising, a Mandeville advertising agency that prides itself on its Louisiana roots.

“We were extremely pleased with the growth in participation last year by all of the King Cake Snobs, and we’re looking forward to another fierce, but fun, competition this year,” Jay Connaughton, managing partner for Innovative Advertising, said. “We’re excited to give people another opportunity to honor their favorite cakes and bakeries. King Cake is one of the many timeless traditions that comprise the Carnival season, and King Cake Snob is a celebration of this fantastic time of year in Louisiana.”



Every year King Cake Snob names not only the top King Cakes, but also utilizes voter questionnaires to reveal Louisianans preferences in filling types, how often they consume King Cakes during the Carnival season, Mardi Gras attire and much more.

To view the results of the 2018 and previous years' competitions, visit KingCakeSnob.com.

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About Innovative Advertising

Innovative Advertising (Innovative) is a full-service advertising and marketing firm, with talent in strategy, branding, digital, design, media planning and buying, web development, video production, media production, social media and public relations – all in-house. Recognized nationally, regionally and locally for excellence, Innovative Advertising combines business acumen and creative talent to create effective marketing programs, individually tailored to solve real business problems.

Innovative Advertising, based in Mandeville, La., and with an office in Nashville, began in 1999 and has since grown to nearly 30 employees. Learn more about Innovative at InnovativeAdAgency.com.