A Cheesy Billboard Cover-Up

Posted on Sep 28, Posted by Jeff Wooten Category Advertising

Never use a billboard to scorn a Cheesehead fan.

Looks like not everyone would be caught dead wearing the famous “cheesehead” hats proudly worn by Green Bay Packers fans—in this case, that would be grim reaper himself.

It seems that the Physicians Committee for Responsible Medicine wanted to erect a billboard message on Highway 41 in DePere, Wisconsin (a heavily traveled road on the way to Lambeau Field, home of the Packers) that featured said grim reaper wearing a cheesehead hat and warning people about warning of the health dangers of the fat, cholesterol and sodium found in cheese (*pictured, above*).

Slight problem though.

Foamation, Inc., the Wisconsin company that makes the cheeseheads, took offense to the billboard’s message (and probably its hat being associated with this dietary offensive) and wanted to put a halt to the display going up.

After a rain delay, a potential lawsuit, and some fourth-quarter, two-minute maneuvering, the billboard finally went up this week, ***but*** the billboard company agreed to blot out the image of

the cheesehead hat.

Of course, with all the news and media coverage surrounding this story the past few days, I'd figure the doctors group would be somewhat satisfied that it's message is still getting out there (and probably in front of a lot more eyes). I guess I never really viewed the Grim Reaper as being a Packers fan. Maybe I look at him as more of an ex-Lions fan (what's up with that 3-0 record this year?) or a Dolphins fan (since it always seems their playoff chances die around the third game of each year).

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