

KRAFT BACK TO NATURE

Problem: How do you increase a product's brand awareness in a competitive category?

Solution: Use out of home formats to target consumers close to the point of purchase.

BACKGROUND

Back to Nature wasn't on the radar of college-educated moms 25-39 in Boston. And if it was, they had no compelling sense of why it's a better brand than Kashi, Annie's or Cascadian Farms. Kraft's challenge was to drive cookie & cracker penetration in the local market of Boston, with emphasis on the consumer point of inspiration, "The closer to nature, the better it is..."

OBJECTIVE

The campaign objective was threefold:

- Build awareness of the brand among adults 25-54 by intercepting the consumer with eye-catching creative throughout their day
- Focus on tactical executions and a healthy mix of media vehicles within a two-mile radius of key retailers

- Identify opportunities that will generate buzz and further build awareness in the marketplace



STRATEGY

- Support the market with a foundation of high-profile bulletins on primary roadways and commuter traffic areas
- Layer in reach vehicles such as 30-sheets, taxi-tops and transit two-sheets reaching the consumer at multiple touch-points throughout their day
- Adding impact and engagement with unique executions, such as full trolley wraps & embellished shelters, accompanied by street teams distributing samples during key periods of the day and season

PLAN DETAILS

Market: Boston

Flighting Dates: September 6 - October 31, 2010

Out of Home Formats Used: Bulletins, wallscapes, 30-sheets, transit shelters, subway 2-sheets, taxi tops, trolley wraps, street teams

The campaign's target audience was adults 25-54, skewing moms 25-39.



RESULTS

Over the course of the campaign, brand ambassadors distributed 13,000 coupons and samples of Choc Chunk Cookies each weekend. The traditional media in the campaign generated over 56 million EYES ON Impressions against the target audience (women 25-49).

