

Kraft Stove Top

Problem

How does a popular product expand outside its niche?

Solution

Use OOH to create a new environment which highlights what the product has to offer.

Background

Kraft Stove Top stuffing has been a classic American comfort food for decades. The campaign challenge was to keep consumers' love for Stove Top top-of-mind to drive sales volume during the key December sales period.



Objective

When the temperature plunges in the cold winter months, there is nothing better than coming home to the comfort and warmth of Stove Top stuffing. Although Stove Top is well-established as a part of holiday meals, Kraft needed the average consumer to view Stove Top as a viable everyday solution. The campaign needed to maximize a small budget and provide consumers with a daily reminder of their love for Stove Top.

Strategy

The strategy was to give consumers the “gift of warmth” on cold days and make Stove Top the hero. To bring this idea to life, the media agency created the first ever heated bus shelter campaign, installing heating elements in bus shelters to give consumers physical reminder of the comfort Stove Top provides.

Plan Details

Stove Top installed heaters in 10 bus shelters in Chicago to bring consumers the gift of warmth during the cold winter. The heated bus shelters were placed in high-traffic commuter and shopping areas, creating a winter oasis for pedestrian traffic while also providing brand visibility to vehicular traffic. As consumers waited for the bus and thought of their dinner plans, they were warmed in a shelter wrapped in Stove Top messaging.

Kraft used sampling to further extend Stove Top's gift of warmth, employing brand ambassadors to hand out new Stove Top Quick Cups near the heated bus shelters. The media agency also activated a national PR campaign to spread the warmth that was happening in Chicago, leveraging the news value of launching the first ever ad-sponsored heated bus shelters to drive additional media exposure.

Results

The campaign drove a 7% increase in sales volume versus the same time period last year. Grateful consumers raved about Stove Top and the heated bus shelters.

Stove Top's bus shelter campaign was picked up by the New York Times, Fox Business Network, Advertising Age, and all major Chicago media outlets, resulting in over 37.2 million media impressions. The campaign was featured in Advertising Age's Top 5 Creative List for the week of December 15 and was honored as one of the New York Times' Best of 2008 marketing programs.

The campaign was honored with a Bronze Lion in the 2009 Cannes Media Awards, the only United States campaign recognized in the OOH category.