HONEYBAKED

Problem
How does a company stay top-of-mind during the holiday season?

Solution
Use OOH formats along high-traffic routes to reinforce brand awareness.

Background
HoneyBaked wanted to be top-of-mind for the holiday season to ensure consumers remembered them when planning events and meals for Thanksgiving and Christmas.

Objective
The objective was to increase brand awareness during the months of November and December.

Strategy
In addition to selecting formats based on their proximity to HoneyBaked stores (within a 5 mile radius where possible), the campaign also used billboards to build brand recognition throughout each market based on the weekly impressions provided.

Plan Details
Markets: Detroit, Dallas, Houston
Flight Dates: November 5 - December 30, 2012
OOH Formats Used: Bulletins

Results
The agency reported that the client was extremely happy with the 2012 program.

Based on the success of the 2012 program, HoneyBaked has added additional markets for the 2013 campaign and increased budgets for Detroit, Dallas and Houston.