

Kraft Miracle Whip

Problem

How do you mobilize a loyal but passive fan base?

Solution

Ignite a debate that spurs consumers into becoming brand advocates.

Background

Miracle Whip's lapsed users secretly know it has more flavor ("zing") than mayo, but they choose mayonnaise out of fear that others do not share this opinion. We needed them to come out of the closet, act upon their true desires and become advocates for Miracle Whip.

Kraft hoped to accomplish this by igniting a debate over what has more "zing": Miracle Whip or mayo. The debate would reignite consumers' passion for Miracle Whip, give them the opportunities to speak up on its behalf and have that tough talk with their mayo-loving partner to say, "Miracle Whip really does have more zing."

Objective

- Increase penetration and reintroduce Miracle Whip to lapsed users A18-34
- Reignite their personal passion for Miracle Whip

Strategy

Miracle Whip launched impactful, buzz-worthy executions, including high profile walls and bulletins in hip & trendy neighborhoods within each of the core markets. The campaign also took advantage of digital OOH formats in places where the target audience gets together to debate topics, e.g. bars, restaurants, etc.

Plan Details

Flight Dates: January - May 2010

OOH Formats Used

- New York: bulletins, wallscapes, spectaculars, Penn Station domination, sandwich wraps & samples, subway 2-sheets, double-decker bus wraps
- Los Angeles: bulletins, wallscapes, spectaculars, sandwich wraps & samples, digital OOH social networks
- Philadelphia: bulletins, Pattison Station domination, sandwich wraps & samples, upper-decker bus wraps, digital OOH social networks
- San Francisco: wallscapes, Powell Station tunnel wrap, sandwich wraps & samples
- Boston: wallscapes, Prudential Center suspended mural, sandwich wraps & samples, trolley wraps, digital OOH social networks
- Chicago: Wrigley Field bulletin



Results

Gross revenue in the six markets where the campaign ran improved significantly in the post-period of the campaign (June 2010)

compared to the pre-period (January-May 2010), jumping from -9.7% to 2.1%.

While there are some holiday shifts and merchandising factors that come into play, those six markets still showed a nearly 12% increase between the pre- and post-period, while gross revenue in the US only increased by 2%.