

# HANGAR 12

## CONTACT INFO

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- CONSUMER PROMOTIONS
- SHOPPER MARKETING
- DIGITAL & SOCIAL MEDIA

## MAKING FAMILY SNACKING INCREDIBLE

New packaging. All-family product line-up. And a positioning solidly based on the delivery of snacking entertainment.

How do you bring these together while generating awareness for your brand – and its new look?

You need a hero.

### FAMILY FOCUS

Hangar12 brought Frigo® Cheese Heads® and Disney/Pixar together to capture the buzz of the long-awaited Incredibles 2 movie and united families with a call to action to enter for a chance to win “Incredible Family Entertainment” and the opportunity to be the family hero and “Make Back to School Incredible.”

The CONSUMER PROMOTION directed families to [www.CheeseHeadsInstantWin.com](http://www.CheeseHeadsInstantWin.com) daily for a chance to instantly win prizes from May 16 – November 15, 2018.

Program prizes during the summer months included movie tickets (for the whole family), a family entertainment system, and more. Brand lovers who did not instantly win were offered the opportunity to engage further on the brand’s Cheeseheads Unite platform for additional brand experiences and prizing.

### EYES ON THE PRIZE

Laser focus was key. An extensive geographically and demographically targeted DIGITAL MEDIA CAMPAIGN exceeded projections and drove awareness of the Frigo® Cheese Heads® brand and partnership. What’s more, the campaign grew the brand’s all-important fan database by driving game entries.



### KNOW YOUR AUDIENCE

Family is everything. And the SOCIAL MEDIA CAMPAIGN never lost sight of this goal of uniting family behind a please-all product. In fact, a creative and robust Campaign on Facebook & Instagram included ads targeted to parents who are interested in Disney, Family & Parenting, Cheese, Incredibles & Disney Movies/Characters. More than 2 million impressions were generated.

But the impressions weren’t isolated to the online experience. Shoppers heard the news throughout the entire SHOPPER MARKETING path to purchase, including an on-pack sticker, shelf-talk, print ad, email campaign, and more.

### MAKE BACK-TO-SCHOOL INCREDIBLE

The program extended beyond the movie launch into the back-to-school season with character wrappers inside 9 million packages of the most kid-focused products. What’s more, the instant win sweepstakes prizes changed out to appeal even more strongly to families with school-age children, offering appropriately themed Incredibles 2 branded school backpacks, lunchboxes, and more.

### AND BE THE HERO

Hangar12’s Frigo® Cheese Heads® Incredibles 2 program generated Overall Media Impressions (includes digital, print & POS) totaling an astounding 467,982,948, all-important unique registrants reached 123,450, and game plays topped 1,649,633. The program went to heroic lengths with consumers in solidifying the brand’s positioning as the all-family, entertaining snack cheese. It was, in a word, “incredible.”