

SPONSORED CONTENT

TOP

CASE STUDIES

Shops

CONTACT INFO

PETER JANSS
 P.JANSS@TRIS3CT.COM
 312.733.1303
 WWW.TRIS3CT.COM

CAMPAIGN: OPERATION SLIM JIM
 CLIENT: CONAGRA FOODS
 AGENCY: TRIS3CT

CHALLENGE

For the past several years, Slim Jim has been a proud sponsor of the WWE's Tribute to the Troops program—an annual USO event honoring the men and women of the United States military. Slim Jim wanted to find a way to elevate their partnership and give the Millennial target a personalized way to get involved in the cause and show their support.



Supporters could enter their name and message, then deploy their note to the troops with a simple click.

Each note was attached to a virtual parachute and launched into the sky, creating a gallery of messages users could explore and share. The entire experience was also mobile-enabled to capture well wishes quickly and easily as people shopped in-store.

To generate awareness and drive participation for the promotion, a variety of tactics were used: in-store displays at convenience and grocery stores, print and banner ads, PSA on NBC, Facebook and Twitter posts.

The program took an innovative approach

by driving participation in the virtual world and extending it into the real world. The opportunity to create a custom snack online and then have it printed and shipped to the troops proved to be irresistible for Millennials looking to make a difference. This level of personalization had never been seen before in a USO initiative and was a major driver of success.

CONNECTING INSIGHTS

Slim Jim is one of the most requested snacks by U.S. soldiers in the field because it's loaded with protein, is shelf stable and fits conveniently into a uniform pocket.

In addition, Millennials have a strong desire to show their support for the troops in ways that go beyond symbolic. They want to express their gratitude in a more authentic way and on their own terms.

BRAND IDEA

Operation Slim Jim

EXPONENTIAL SOLUTION

Trisect created a unique program that allowed consumers to go online and personalize a Slim Jim with their name and a message. Ordinary Slim Jims were transformed into "thank you sticks" before being shipped to active duty service members. Soldiers received a heartfelt note, and a welcome taste of home.

Operation Slim Jim was a fully integrated promotion across online and retail channels. The main hub of the program was a digital experience on slimjim.com as well as on Slim Jim's Facebook page to take advantage of the brand's 1.3 million fans.

RESULTS

Operation Slim Jim ignited a movement among the brand's 1.3 million Facebook fans to join forces and praise the troops for their service.

Website and Facebook traffic surged with an average of 10,000 supporters a week coming together to salute our armed forces in a moving way.

Operation Slim Jim generated more than 30,000 shares through Facebook and Twitter, extolling the virtues of the cause and inspiring exponential participation.

115,000 personal messages were submitted online and the brand deployed one million custom Slim Jims to U.S. troops around the world.

Operation Slim Jim was a major success. The promotion delivered not only nourishment but also encouragement. Real people and real messages made a real impact on hundreds of thousands of soldiers—mission accomplished.