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CAMPAIGN: AMERICA'S PROTEIN
CLIENT: OBERTO BRANDS
AGENCY: ALCONE

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PROMO TOP Shops

CASE STUDIES

OBERTO TEAMS UP WITH PROFESSIONAL ATHLETES FOR ITS AMERICA'S PROTEIN ACTIVATION

Oberto Brands came to Alcone for help repositioning their products as a better-for-you snack. Recognizing Oberto as a rich source of all-natural lean protein, Alcone established the brand as America's PROtein, a snack to fuel active lifestyles.

As part of its marketing goals, Oberto wanted to create a buzz-worthy PR and social media rollout to garner national media attention and broaden consumer awareness. Oberto also wanted a substantial, dramatic in-store impact to support the new positioning and packaging.

Bringing this to life, Alcone targeted "weekend warrior" consumers by enlisting professional athletes to participate in dynamic quarterly promotions that tied into a variety of different sports.

To launch the America's PROtein platform, Alcone secured snowboarding champion and "protein man" Louie Vito to tap into the excitement of the upcoming ESPN X Games and the Sochi Winter Olympics. Rather than roll out Louie Vito as a traditional spokesperson, we played off Louie's love of the word "stoked!" and named him Oberto's new "Stokesperson." A video featuring Louie premiered on Facebook promising a free bag of Oberto each time the snowboarder used the word "stoked." After a planned technical glitch and 643 uses of the word, fans were eager to get one of the free bags, plus a chance to win the Grand Prize: a Louie-signed snowboard.

To continue building on the momentum established by the first promotion, Alcone followed up with the "Kick It With Our Pros" promotion in Q2 featuring the addition of Clint Dempsey, US Soccer Men's National Team captain for the 2014 World Cup in Brazil, NFL great Brian Urlacher, and Louie Vito. Winners of this retail and digitally activated sweepstakes get the opportunity to train, play, and kick it for a full weekend with the pros.

The third promotion of the America's PROtein platform is "The Ultimate Training Experience" sweepstakes in Q3. The grand prizewinner of this sweepstakes is flown to LA to train for a Tough Mudder competition with the help of Urlacher and celebrity fitness trainer Harley Pasternak.

Each of these promotions were activated at retail with on-pack calls to action to enter the sweepstakes, and thousands of pre-packed floorstands and displays highlighting the featured athlete and celebrating Oberto as America's PROtein. With Alcone's help, the Oberto Field marketing team was able to leverage the athletes' likenesses to drive brand love and generate local sales. Alcone redesigned Field Marketing toolkits, allowing Oberto to stand out

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with their bold new campaign.

Complementing the retail components is a digital activation across social media platforms. Louie Vito starred in a series of humorous YouTube videos touting Oberto/America's PROtein and its role in fueling his success. Picked up by both the sports and mainstream press, his story resulted in millions of impressions—from SI.com to sports talk radio. Additionally, social media posts, particularly the Oberto-themed tweets between the brand's spokespersons, keep the conversation around Oberto Brands buzzing for weeks on end. The cross-sport support of each athlete has succeeded in delivering national attention and active consumer engagement.