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CAMPAIGN: LAND O' LAKES GRILLED CHEESE TRUCK TOUR

CLIENT: LAND O' LAKES
AGENCY: MARKETING LAB

LAND O' LAKES GRILLED CHEESE TRUCK TOUR

How do you drive awareness and household penetration in key markets while combating the competitive Direct Store Delivery (DSD) presence of well-funded competitors like Boar's Head and Dietz & Watson? The strategy is simple: Free Grilled Cheese!

For seven weeks the Land O'Lakes Grilled Cheese Truck Tour visited grocery stores, mass merchandise stores, club stores, independent delis and sponsored major events in the crucial New York and



Philadelphia markets, engaging shoppers with free grilled cheese sandwiches, valuable coupons, and purchase incentives.

The Land O'Lakes Sales Team sold the tour to their service deli buyers at major retailers like Ahold. Once the tour's schedule was complete, the Land O'Lake's broker team visited each participating store multiple times prior to the tour stop at the specific store. Both store managers and deli manager's loved both the tour's communication and execution.

Consumers were greeted at each stop by a brand ambassador with a grilled cheese sample and a coupon booklet featuring Land O'Lakes products. Consumers were told they would receive a great gift if they bought a pound of Land O'Lakes service deli cheese that day. Consumers would go do their shopping and came back out to "show us their cheese" to get their gift.

The tour was featured extensively on the Land O'Lakes social media channels. Daily photos of consumers enjoying their grilled

cheese were featured on Facebook along with the tour schedule.

We also geo-targeted Land O'Lakes Simple Rewards® loyalty club members with a personal e-mail telling them about the tour, it's schedule and offering them a special incentive to go to a tour stop. When they got to the tour stop, they would show the tour manager their e-mail and they were given an envelope containing multiple free Land O'Lakes product coupons.

MarketingLab was responsible for planning and executing the entire program including tour routing, creative development and execution, and staffing management. Collaborative efforts among MarketingLab, Land O'Lakes Integrated Marketing Communications, Marketing, Sales, and partner agencies resulted in the most successful Tour ever, with bonus local media coverage and widespread social media exposure.

The executional results were impressive: 68,000 samples of fresh grilled cheese, 72,000 coupons distributed 2,800 gifts with purchase. More impressive was the impact on sales, both during the events and for three weeks following the event. Event day lift was double digit at the majority of retailers. Volume impact post event was in the high single digits. Most importantly, Land O'Lakes enhanced their leadership position among deli cheese competitors in critical markets, and strengthened relationships with essential retailer partners.