



BOLTHOUSE FARMS KIDS SNACK MOB

Problem:

Bolthouse Farms, known primarily as the nation's largest distributor of carrots, recently introduced a product line designed especially for kids. With the highly relevant Back to School season approaching, the brand needed an energizing, family-targeted sampling program that would make Bolthouse Farms Kids™ the go-to snacks moms and kids can both agree on, simultaneously increasing brand awareness and building brand advocacy.

Strategy:

Bolthouse Farms Kids has chain-wide distribution at Giant Eagle, a grocery retailer headquartered in Pittsburgh, PA. By leveraging the Giant Eagle partnership, the brand would be able to execute a hyper-targeted sampling program, driving both product trial and purchase intent within a leading market.

The Idea:

What better way to show how delicious fruits and vegetables can be than to get them into the hands of moms and kids alike? The Bolthouse Farms Kids Snack Mob would be deployed in Pittsburgh, PA for a seven-week sampling tour in the summer of 2015. With one branded food truck able to sample thousands of consumers in a setting and a mini fruit truck able to roam the city to activate guerilla-style, the team would be able to generate maximum exposure. Not only would the Snack Mob intercept consumers outside of Giant Eagle grocery stores, but they would also identify and attend a variety of family-focused events within the local market.



CASE STUDIES OF DISTINCTION

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Execution:

The Snack Mob was designed as a team of high-energy brand ambassadors who would descend on Pittsburgh in two vehicles and become synonymous with snacking. The tour was anchored by sampling events at 23 different Giant Eagle & Market District grocery stores throughout Pittsburgh. At each event, the Snack Mob was able to intercept target consumers – moms with children under the age of 12 – by passing out complimentary Bolthouse Farms Kids snacks. Consumers also received coupons that offered immediate savings on products sold in stores. In addition to the Giant Eagle partnership, the team attended 60+ kid-centric local events, including movie nights, pool days, zoo visits and more. These events allowed the team to educate families on the benefits and availability of the Bolthouse Farms Kids line, while encouraging trial and driving purchase intent. The team, sporting bright orange to represent the vibrancy of the brand, also leveraged opportunities to surprise and delight consumers by crashing smaller local events like soccer games and birthday parties. This multi-layer approach allowed the brand to reach the maximum number of target consumers within the Pittsburgh market.

Results:

Over the course of the seven-week sampling program, the Snack Mob distributed 90,360 samples of Ranch Veggie Snackers and Strawberry Banana Smoothies. The combined 83 sampling events produced 333,000 activation impressions. Through several television, radio, blogger and digital media partnerships, the brand generated 13.8 million media impressions. By the end of the program, 95% of target consumers surveyed reported that they would be likely to purchase Bolthouse Farms Kids products and 92% would recommend it to a friend.