



CHICKEN OF THE SEA

When an iconic American brand turns 100, you celebrate big time.

100 Years of Good

Chicken of the Sea, along with the entire shelf-stable seafood category, was experiencing a decline in sales, relentless competitive pricing wars, and little brand preference amongst target consumers. How could we set the brand apart to bring loyalists back to the franchise and retain them?

Pivot Point saw many possibilities!



Leveraging the key insight that corporate goodwill and community involvement captures our target's attention, combined with Chicken of the Sea's heritage of doing good for a century, our objective was to create an authentic relationship between the nostalgic brand and consumers. From there, the "100 Years of Good" campaign was brought to life to become the CPG Pay-it-Forward party of the century.

A party isn't a party without gifts! One hundred successful years of business in America meant 100 reasons to celebrate. With a \$1,000,000 of "Gratitude Awards" to give out, Pivot Point took the iconic Mermaid out of the sea and via a national online contest, asked consumers to give her a name – Catalina. With gifts in-hand, she became the ambassador of a year-long, 39-stop experiential tour across the United States, recognizing those everyday American heroes, making a real difference where they live through community philanthropy, revitalization or other selfless acts of service.



CASE STUDIES OF DISTINCTION

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Small budget, no problem. Utilizing the powerful personal interest message, Pivot Point was able to drive scale/awareness for optimal campaign effectiveness through an earned media strategy, knowing this approach could best tell the story and reach our target where she was engaged, such as national and local morning show broadcasts, radio, print, and blogger outreach.

Through a newly designed website, dedicated social media and rich content, blogger/influencer programs, commemorative packaging, customized in-store promotions and retailer programs, we reached our target via all her relevant touch-points.

May the party never end.

Everyone loves a great post-party recap and we're no exception. In a declining shelf stable seafood category, Chicken of the Sea's volume increased 9% YOY.

Website visits were up 10% YOY with organic search as the primary driver and Facebook fans increased 9%. With over 3 billion earned media impressions, the campaign became one of the largest, most comprehensive Pay it Forward initiatives in consumer packaged goods history and directly impacted more than 1.2 million individual lives.

"Pivot Point's highly strategic campaign was breakthrough, the execution flawless, and the results best-in-class. The team is brilliant!" said Christie Fleming, SVP of Marketing at Chicken of the Sea. The industry agreed by awarding the campaign a 2015 Pro Award for best cause-related marketing.

