

HANGAR 12

AGENCY PROFILE

Hangar12 is a leading independent brand activation agency for national and global consumer package goods. We believe that everything starts with your consumer. That's our only rule. Our Consumer First® approach enables collaboration with your consumers throughout our creative process to ensure successful activation of your brand.

Hangar12 specializes in marketing Consumer Packaged Goods brands through consumer promotions, shopper marketing, digital marketing, and social media, and being one of the best consumer-centric marketing agencies.

Hangar12 is ranked a TOP 100 promotion agency in the U.S. for over nine years. We employ both agency and brand-side marketing experts to craft brilliant solutions to grow brands by engaging consumers... everywhere. We've been leading with this approach for years on highly recognizable brands in the food & beverage, snacks, candy, retail, and home & office categories.



BRAND CASE STUDY

Frigo® Ricotta cheese is a nationally distributed Italian style Ricotta preferred for its snowy white, slight sweetness and rich texture, and is typically a hero ingredient in lasagna.

OBJECTIVE

Increase year-over-year sales of Frigo® cheese during the Holiday season

CHALLENGE

While Ricotta is a popular cheese and by far Frigo®'s number one selling variety, it has the challenge of being an "appointment" cheese -- consumers typically only purchase it for a particular dish, mainly lasagna.

SOLUTION

Educate consumers on the wide varieties of uses for Ricotta cheese and get consumers to elevate the Frigo® brand to a "must keep on hand" cheese and thus substantially increase sales and purchase frequency.

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STRATEGIES

- Educate consumers about the wide variety of Ricotta uses "beyond lasagna"
- Execute a motivating tactic and borrow equity to cut through Holiday clutter
- Promote an offer in a fully integrated manner to generate maximum reach

THE EXPERIENCE

Hangar12 brought the Frigo® Cheese LOTTA RICOTTA, LOTTA PRIZES promotion to life through an instant win game and sweepstakes app on Facebook. After securing OXO® as our prize partner, we offered "Good Grips" kitchen accessories as daily prizes. All who played were entered into a grand prize sweepstakes for OXO® Good Grips kitchen items and a LOTTA RICOTTA -- a full year's supply of Frigo® Cheese.

In order to play the game and enter the sweepstakes, consumers had to register and view a gallery of 6 LOTTA RICOTTA recipes, and indicate their favorite. This assured us of educating consumers about the different uses of Frigo® Ricotta cheese beyond lasagna. Consumers could print the recipe or share it on social media. The recipes in the gallery changed frequently.

The promotion was fully integrated, being promoted via national food magazine ads, geo-targeted online advertising, recipe-focused Google Adwords, social media, mobile, PR, website and an email campaign. Daily winners were featured in social posts on Facebook.

INSTANT WIN GAME/SWEEPS RESULTS

- 619,189 entries (10.8 entries per person)
- Over 7,000 visits per day
- 57,212 registrations
- 21,309 opt-ins for emails, a 37% opt-in rate

SALES RESULTS

- Total sales volume was up 4.1%, nearly 200% better than the rest of the category
- Total sales dollars were up 8.5% versus YA
- Sales increased to double digits versus YA at their top retailer

Overall Hangar12's LOTTA RICOTTA brought a LOTTA incremental sales and new loyal customers into the Frigo franchise.