

Kraft Blue Box & Cheese

Problem

How does an iconic brand spread its appeal to a new demographic?

Solution

Use a variety of OOH formats to remind consumers of their connection to the brand.

Background

The growth consumer for Kraft Blue Box Macaroni & Cheese has shifted from mothers and children ages 6-11 to adults 18-54 with children under 18. Kraft's goal was to reposition the product to appeal to this broader demographic.

Objective

Kraft wanted to elevate this brand to "America's Favorite Family Food." The campaign needed to re-establish the product as the icon it is and unleash families' latent love for the food.

Strategy

The campaign needed to recognize the new focus on adults with children in the household. The campaign was to focus on the top three US markets: New York, Los Angeles and Chicago. These media-rich markets offer a variety of formats that are unique to each specific market and able to speak to adults and their families.

- Priority #1: Secure a dominant presence using formats such as station dominations, large format wallsapes, interactive storescapes with face-recognition technology and prop installations in iconic US locations.
- Priority #2: Use EYES ON Ratings data to inform the traditional bulletin selection while identifying high traffic placements throughout these key markets.
- Priority #3: Leverage formats unique to the markets to round out market penetration and extend dialogue with the core target.

Plan Details

Traditional OOH Formats: June 1 - September 5, 2010

- New York: bulletins, spectaculars, Penn Station domination, taxi tops with extensions
- Los Angeles: bulletins, wallsapes, spectaculars, rail dioramas, Union Station domination
- Chicago: bulletins, transit shelters, O'Hare & Midway Station dominations

Digital OOH Formats: June 28 - August 22, 2010

- storescapes and mallscapes with digital screens featuring facial recognition (specifically, smile detection technology) in all three key markets



Outdoor Prop Placement: June 28 - December 31, 2010

- Chicago, IL: Wrigley Field, Navy Pier
- San Francisco, CA: Pier 39, Fisherman's Wharf
- Boston, MA: Faneuil Hall
- Green Bay, WI: Lambeau Field
- Santa Monica, CA: Santa Monica Pier

Results

The traditional OOH piece alone delivered 127 million campaign impressions among adults 18-54. The campaign also resulted in significant buzz surrounding the brand, especially surrounding the Big Noodle prop installations. Word of the Wrigley Field Noodle spread from people taking photos with the Noodle and posting them online to being mentioned on local radio shows. The Chicago Cubs fielded multiple interviews due to the installation.

