

# JOHNSONVILLE

## Problem

How do you increase brand awareness while maintaining local flavor?

## Solution

Use out of home to engage consumers in a locally relevant way.

## Background

Johnsonville Sausage is the leading brand of premium sausage. Johnsonville's market share was strong, but brand awareness was trailing in comparison. In a tough economy, Johnsonville was uniquely positioned to capitalize on its market leadership position and increase brand awareness so that when the economy improved, their position would be stronger than ever.

## Objective

1. To increase brand awareness with both consumers and retailers.
2. Maintain and leverage locality and culture of each market.
3. Use out of home to reach the audience through the various activities they go about during the summer months.
4. Create a deep personal and emotional connection with consumers around the nation.

## Strategy

The plan included out of home, print, radio, television, and a special online partnership with Evite and the Superbowl.

The strategy was to link Johnsonville with relatable, engaging, and locally relevant "moments" where eating the Johnsonville product became special. This became an intercept strategy, using out of home to reach consumers using key locations throughout the country, e.g. at baseball games, sporting events, at amusement parks, on the way to the cabin or lake, summer picnics, etc.

The planning team advised the creative agency of the place-based opportunities and then had them develop the headline ideas to match those opportunities.

- Vacationville – targeted consumers leaving the city for the weekend.
- Summerville – targeted travelers heading to concerts, day trips, summer picnics, and everyday summer travel.
- Thrillville – targeted travelers heading to amusement parks.
- Tastyville – targeted to grocery retail locations and residential areas.
- Tailgateville – targeted ballparks and football stadiums
- Other blank-ville – targeted to location or market specific places e.g. Rockerville (Rock & Roll Hall of Fame), Adiosville (California travelers heading to Mexico) Bleacherville (outside of Wrigley Field), Badgerville (University of Wisconsin), etc.

All campaign elements maintained the locality and culture of each market.



## Plan Details

Markets: 39 markets nationwide

Flight Dates: Spring 2009 – Summer 2010

Out of Home Formats Used: Bulletins, online video contest in Summer 2010

([www.shareyourville.com](http://www.shareyourville.com))

## Results

Brand awareness from Spring 2009 pre-read to Fall post-read:

- Unaided awareness increased 50%.
- Familiarity increased 53%.
- Favorability increased 47%.

Awareness of Johnsonville communications efforts:

- 18% increase from pre-launch to end of key seasonality, vs. key competitor's increases of only 4%.
- 50% growth for out of home effort, triple the growth of competitors.

