Wine & Cheez-It

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The Challenge

Over the years, Cheez-It shifted its focus from supporting its Base business and highlighting its 100% Real Cheese claim to promoting innovation and new products.

As result, Cheez-It's Base performance declined and cheese snack competitors increased pressure detracting from an equity that Cheez-It had been building for decades.

Communications Challenge: Get people talking about the Cheez-It brand and return momentum to its 100% Real Cheese claim.

*In order to breakthrough without "new" news, we had to create it with an idea that was as unexpected and absurd as the brand itself.

1) Business Objective: Accelerate Base Cheez-It business to 5-6% growth vs. same period year ago

2) Communication Objective: Get people talking about Cheez-It

3) Earned Media Objective: Garner 239M earned media impressions

Insights and Strategy

Research showed our target audience of 'Bold Explorers' are looking to take a break from adulting with their undeniable love of wine and cheese. Historically, Cheez-It relied on traditional advertising. However, we changed the marketing approach to capitalize on one moment led by PR.



BOLD EXPLORER PARENTS SHOWED A DESIRE FOR FUN, CREATIVITY AND DISCOVERY WITH A FOCUS ON NEW TASTES AND EXPERIENCES. CULTURAL TRENDS LIKE "ROSÉ ALL DAY" AS WELL AS "NETFLIX BINGING" PROVED THAT BOLD EXPLORERS WERE LOOKING TO TAKE A **BREAK FROM THE STRESSES OF DAILY LIFE.** DATA ALSO VERIFIED THEY PAIR SNACKS WITH A BEVERAGE AND TV AS THE ULTIMATE MOMENT FOR THEMSELVES.



TO ENSURE ASSOCIATION BETWEEN CHEEZ-IT AND **REAL CHEESE**, WE CONDUCTED SEARCH ANALYSES AND LEARNED THAT CHEESE AND WINE SHARED THE SAME GOOGLE TREND CURVE – INDICATING AN UNDENIABLE RELATIONSHIP BETWEEN THE TWO.-

How the Idea Came About: Grounding In Strategy



- There is a high correlation between search terms "wine" and "cheese" indicating the strong relationship between the two.
- Social conversation reveals the existing consumer behavior of pairing wine with Cheez-Its.
- The summer months are filled with wine-loving holidays:
 - National Rosé Day: Second Saturday in June
 - National Prosecco Week: June 11-16
 - International Rosé Day: Fourth Friday in June
 - Sparkling Wine Week: First week of July
 - Rosé Month: August
 - National White Wine Day: August 4
 - Pinot Noir Day: August 18
 - National Red Wine Day: August 28
 - International Cabernet Sauvignon Day: Thursday Before Labor Day



The Big Idea: Wine + Cheez-It

Get people talking about Cheez-It by creating the ultimate snack pack for grown-ups:

House Wine + Cheez-It.



How It Came To Life

Partnership: We partnered with a spirited boxed wine brand to create the limited-edition wine and Cheez-It box: House Wine. Leveraging their expertise, we worked with the head winemaker to determine the best match for the real cheese notes in the original Cheez-It flavor to deliver the perfect pairing.

Earned Media: We targeted lifestyle, food and business media under embargo for July 23rd, a time when people were searching for and cheese the most. Two days later at happy hour (5pm ET) on July 25th – National Wine and Cheese Day – the product was available in limited quantities for consumers to purchase.

Owned Media: Both House Wine and Cheez-It posted across their Twitter, Instagram and Facebook channels announcing the product and when it was available for purchase.



Execution Timeline

	CREATE ANTICIPATION	IGNITE FRENZY	MAXIMIZE MOMENTUM
Ju	1. AE	BURGED	uly 25 August
ROLE	Create anticipation in the lead-up to launch by pitching news of Wine and Cheez-It with fun visual content.	Ignite a frenzy for the limited-edition product with a multi-channel announcement.	Maximize momentum amongst consumers and media by socializing pairings guide to try pairings at home.
TACTICS	Pitching Sharing assets + content with media	Press Release Continued Pitching Interviews with House Wine + Cheez-It Social Posts	Pairing Guide UGC Social content
TARGET OUTLETS	Food/spirit media Lifestyle/entertainment media Tech/business media	Food/spirit media Lifestyle/entertainment media Tech/business media Broadcast outlets Cultural/food influencers	Food/spirit media Lifestyle/entertainment media Tech/business media Broadcast outlets Cultural/food influencers
CHANNELS	PR	CALLER CONTIGINAL PR	PR GOS

Tactical Offerings





Media Mailer

Flavor Pairings

Limited Quantity

HOUSE CHEEZAT

ORIGINAL

Nade with 100% REAL CHEESE

HOUSE WINE

SHOP

ORIGINAL RED BLEND

WINE

MENU =

Imagery



delish cosmopolitan the Skimm INSIDER





Cheez-It's Brand-New Dual Box Comes With Wine And Cheese, Because What Else Do You Need?

GOOGLE SEARCH RESULTS FOR CHEESE AND WINE PEAKED THE WEEK CHEEZ-IT AND WINE LAUNCHED INDICATING THAT THE ACTIVATION SUCCESSFUL ASSOCIATED CHEEZ-IT WITH CHEESE





Kate F @kaymalloy19 · Jul 25, 2019 Me over here getting over the @cheezit and #ourhousewine Cheez-It/Wine debacle, #cheezit 🔶 #win





Shayla Rochelle @shaylasoring · Jul 24, 2019

Cheez-It's partnered with a wine company and will be making a box of them both. Half the box will be cheez-it's, the other half is **wine** (4 bottles worth!). Well played @cheezit @ mission wou just won my heart.



Nicole LaMonica @nicolealamonica · Jul 24, 2019

Really proud of how many people have tagged me in the **cheezit and wine** combo. I am so proud I've built such a strong brand



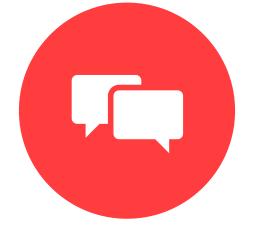
mildly annoyed @lilmsattitude8 · Jul 25, 2019 If I don't get a @cheezit wine combo box for my 21st birthday I'm gonna be both hurt and heartbroken



Results: Wine + Cheez-It, A Cultural Phenomenon



- **12.5% increase** in dollar sales
- Retailers including Walmart and Kroger wanted to carry in-store
- Over **30,000** people were waiting on House Wine's website– a traffic increase of approximately 29,000%.



- Social conversation for Cheez-It increased
 35%
- Dominated Google search trends
- Due to social conversation, we **sold out** within minutes.
- Fans who missed out on purchasing could create homemade Wine and Cheez-It combos and post to social.

- **568M impressions,** 238% of our goal.
- Wine + Cheez-It garnered over 320 media placements.
- Top-tier organic broadcast inclusions on Jimmy Fallon, TODAY Show and Good Morning America
- Coverage included 100% message penetration and 96% positive sentiment.