

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.



HOUSE



ORIGINAL RED BLEND

WINE



CHEEZ-IT

baked snack crackers

ORIGINAL



made with
**100%
REAL
CHEESE**

How It Came To Life

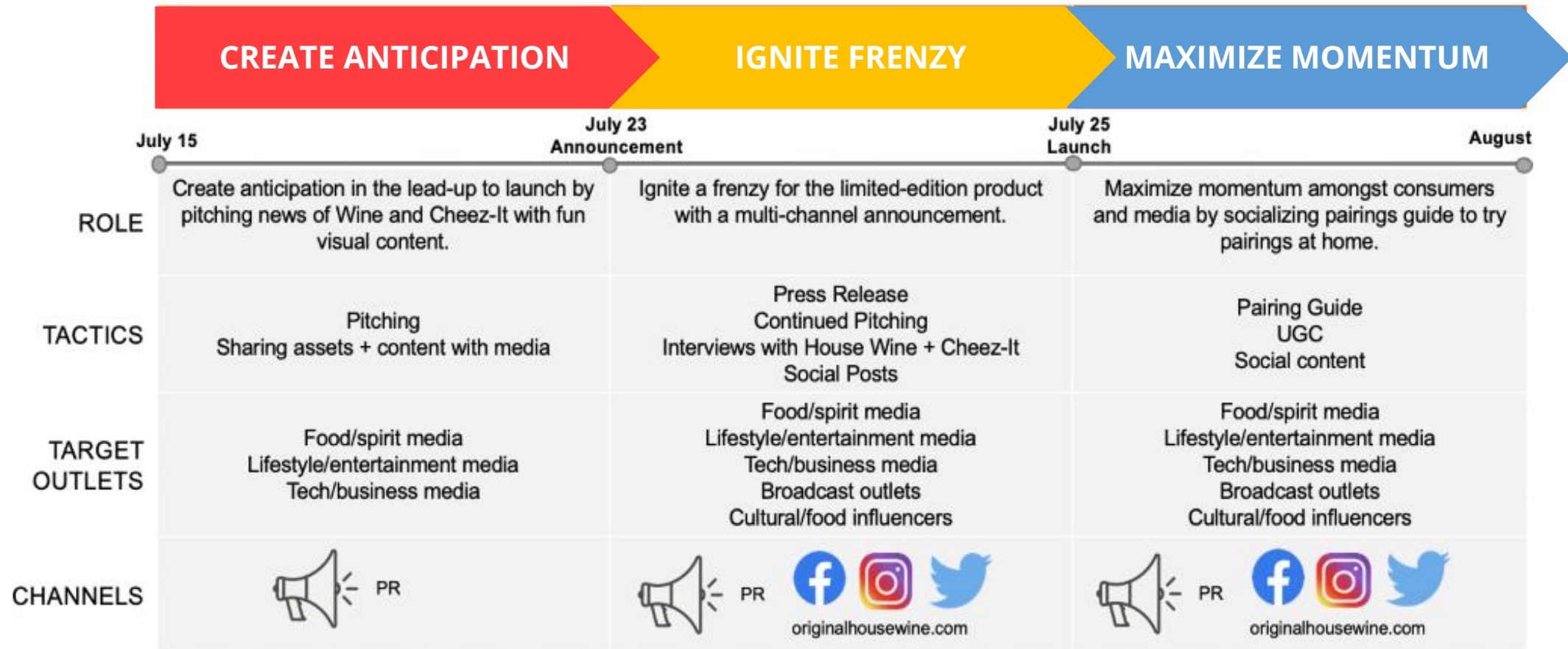
Partnership: We partnered with a spirited boxed wine brand to create the limited-edition wine and Cheez-It box: House Wine. Leveraging their expertise, we worked with the head winemaker to determine the best match for the real cheese notes in the original Cheez-It flavor to deliver the perfect pairing.

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



Tactical Offerings



Media Mailer



Flavor Pairings



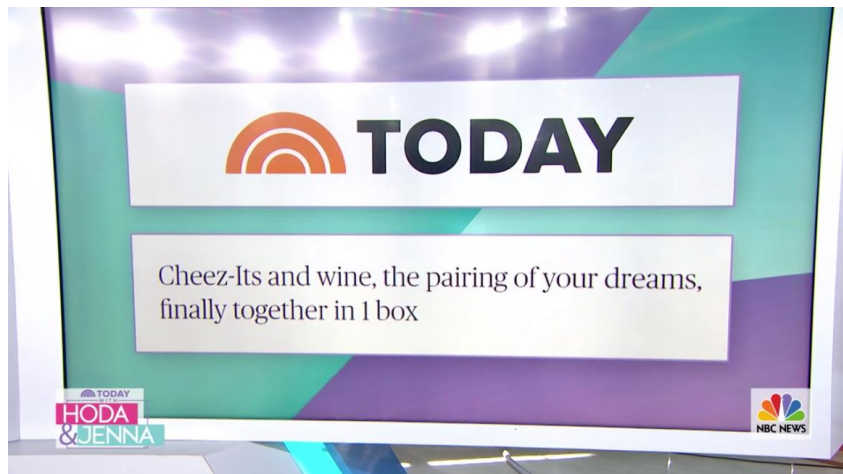
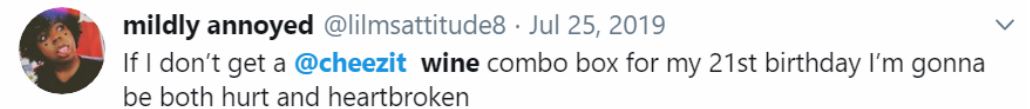
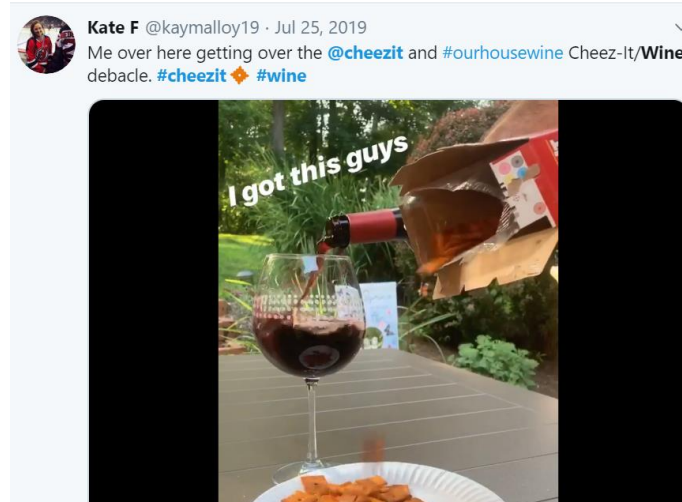
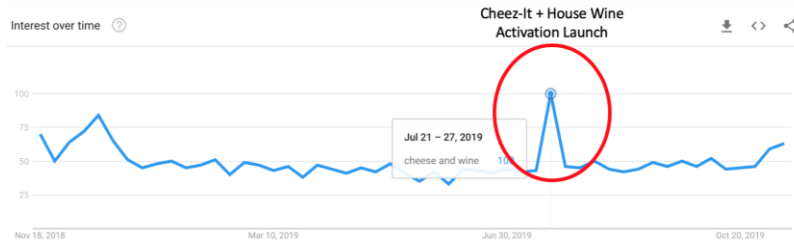
Limited Quantity



Imagery

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



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.