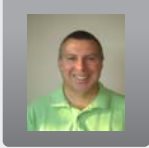




# CASE STUDY: McCain

## Testimonial



Derrin Johnson  
McCain  
Marketing Director  
Australia

“We were very impressed by Tgarage’s innovative Word of Mouth approach to marketing. Creating an engaged brand experience where consumers got to experience the brands first hand was a perfect fit to drive awareness, positive recommendation and ultimately sales. Tgarage executed the Vibe Party in a truly professional manner and led us into the innovative and expanding world of Word of Mouth marketing. We would not hesitate to recommend them and look forward to running many campaigns with them in the future.”

## Campaign Objectives

- ▶ Generate awareness and trial of McCain Pizza Gourmet and McCain’s Season’s Choice 4 Berry Mix.
- ▶ Demonstrate McCain product taste and superiority.
- ▶ Create an authentic, trusted groundswell of comment and usage around McCain Pizza Gourmet and McCain’s Season’s Choice 4 Berry Mix.
- ▶ Create an engaging brand experience to stimulate future purchase and positive Word of Mouth spread and pass-on.

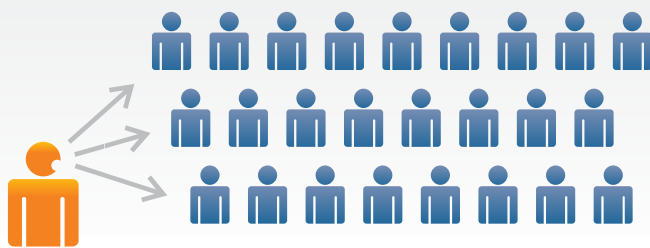
## Strategic Approach

- ▶ Key Consumption Occasions were identified against which to activate the brand.
- ▶ Given the evening consumption occasion importance a complementary partner was involved (Network Ten pre-release of RUSH).
- ▶ Influential consumers were identified through profiling that included identification of their propensity for regular in-home Pizza consumption.
- ▶ Geographic boundaries were established due to the need to manage Frozen Food delivery.

## Results

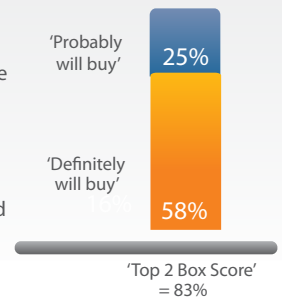
### Highly Persuasive Reach > 213,000

- ▶ A massive 5,330 people were reached as Generation 0.
- ▶ Generation 2 pass-on of >61,000 people was achieved.
- ▶ Total PERSUASIVE reach of 213,000 people drove brand performance.



### Brand Performance

- ▶ Post Party high purchase intent Top 2 Box 83%
- ▶ Based on fantastic Net Promoter Score for McCain’s Season’s Choice 4 Berry Mix 42% of the product would have received outstanding recommendation.
- ▶ During the course of the Program McCain Gourment Pizza sales rose strongly.
- ▶ McCain brand Google rankings were increased significantly as a result of 1,000 Micro-sites created by Hosts.



### Brand Experience

- ▶ 5,330 consumers in attendance at the Party, on average each of these spoke to 11.5 people.
- ▶ Hosts went far beyond requirements - one Vibe Party Host had 6 x required guest count (19 guests!)
- ▶ Experienced brands in fun, relaxed environment.

We'll spread the word



### Consumer 2-way Engagement

- ▶ Popular Vibe Parties - 92% of Hosts said they 'definitely' or 'probably' will want to participate in another Vibe Party.
- ▶ Over 1,500 photos posted, 35 videos and nearly 1,000 blogs.
- ▶ >100,000 Page views related to McCain.

