

drawing crowds



Strategically connecting a brand with something that is relevant and meaningful to the target audience is a recipe for success, especially if it speaks to their pride and heritage. Vertical Marketing Network did just that by establishing LouAna® as the original frying oil of the South. The successful LouAna Southern Fry Fest Tour, an integrated campaign with turnkey implementation, featured an engaging professional chef in a 48-foot rolling kitchen, frying his way across the South delivering the brand's message of southern heritage to consumers and retailers in a delicious way.

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The LouAna® oil brand was losing share to its rivals in the pivotal Southern markets. To stem the tide, Vertical Marketing Network proposed a complete go-to-market strategy overhaul for LouAna to its Ventura Foods client. First, the agency uncovered the fact that LouAna was the oldest cooking oil produced in the South with its roots dating back to 1894. The agency created a new brand positioning communicating the heritage of LouAna as the original cooking oil of the South, still produced in the South for Southern Cooks. This became the inspiration for a new tagline, "A True Southern Fried Tradition. Since 1894." which Vertical Marketing Network then brought to life with the LouAna Southern Fry Fest Tour – drawing crowds of core users and new fans throughout the South.

How it Worked:

Recognizing the huge passion for delicious fried foods in the South, Vertical Marketing Network developed the LouAna Southern Fry Fest Tour for consumers to experience crowd-pleasing traditional Southern dishes made with LouAna. A 48-foot double wide rolling kitchen was created to visit retail locations throughout the Southern states. An accomplished chef was hired to perform cooking demonstrations while brand ambassadors distributed valuable product coupons and recipes to consumers. LouAna cooking demos promoted extended usage on the brand with recipes from Mississippi Catfish to South Carolina Hush Puppies, and from Louisiana Fried Okra to Alabama Fried Chicken and much, much more.

Key Take Away:

The LouAna Southern Fry Fest traveled over 2,500 miles across the South delivering countless demos and distributed over 125,000 recipe cards and coupons to consumers. Millions of brand impressions were delivered throughout the three-month road tour. Vertical Marketing Network's promotional publicity outreach effort generated TV news features, a 30-minute cooking show from the rolling kitchen, plus local newspaper coverage of the tour at almost every stop. This strong brand-building program was a cornerstone effort that reversed the loss of market share while bringing LouAna's heritage and flavor to crowds of Southerners – giving them something delicious and memorable to taste and talk about!

