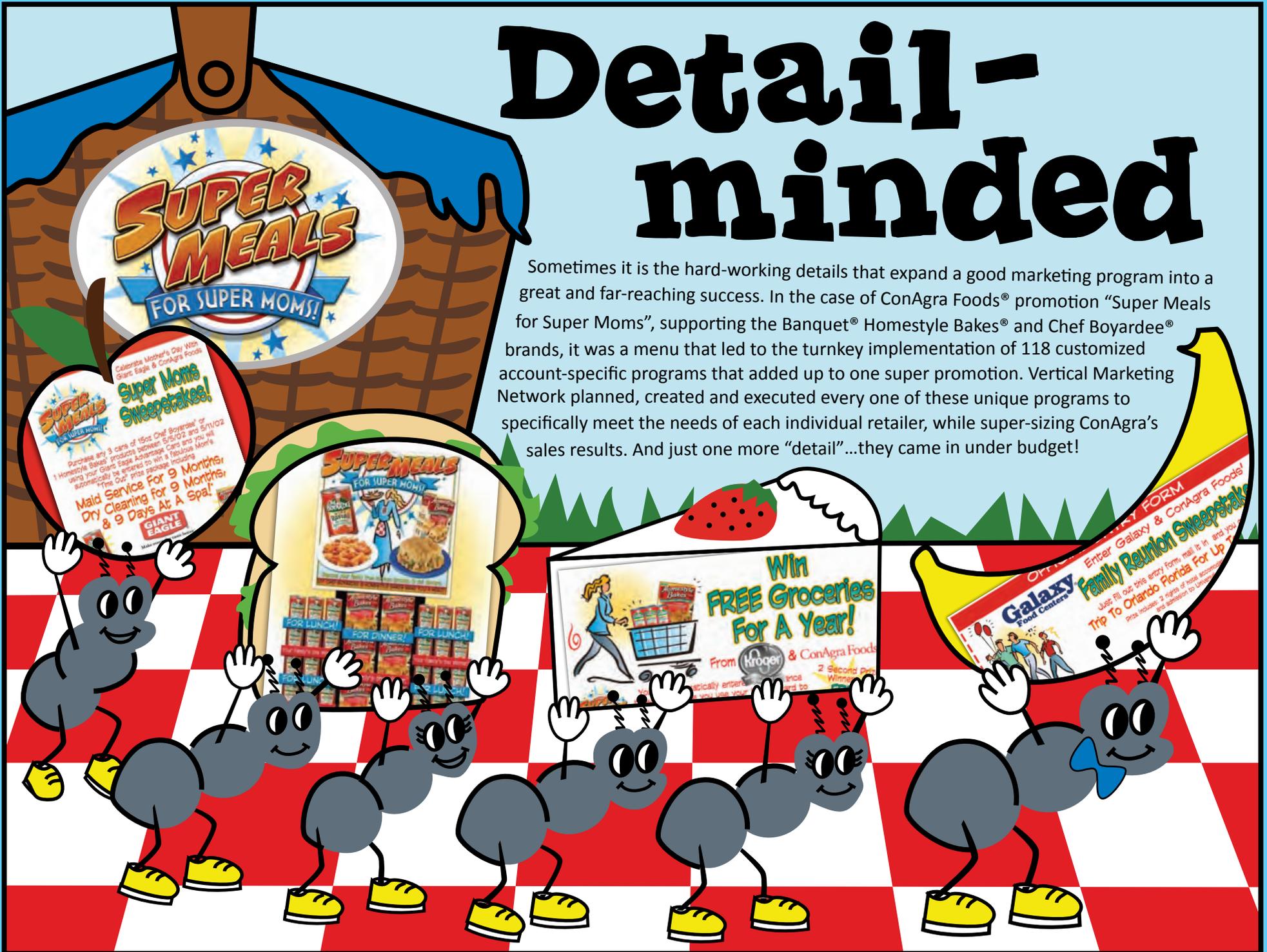


Detail-minded

Sometimes it is the hard-working details that expand a good marketing program into a great and far-reaching success. In the case of ConAgra Foods® promotion “Super Meals for Super Moms”, supporting the Banquet® Homestyle Bakes® and Chef Boyardee® brands, it was a menu that led to the turnkey implementation of 118 customized account-specific programs that added up to one super promotion. Vertical Marketing Network planned, created and executed every one of these unique programs to specifically meet the needs of each individual retailer, while super-sizing ConAgra’s sales results. And just one more “detail” ...they came in under budget!



Detail-minded

Vertical Marketing Network was challenged by ConAgra Foods® to develop and execute a national multi-brand account-specific marketing event to drive strong incremental sales on the Banquet® Homestyle Bakes® and Chef Boyardee® brands in a short calendar window. Being detail-minded was key to implementing 118 individual retail promotions under the “Super Meals for Super Moms” theme created by Vertical Marketing Network. Quick and easy meal solutions and mom-targeted consumer promotional offers drove sales and excitement with moms at supermarkets across the country during the Mother’s Day time period.

How it Worked

Vertical Marketing Network’s customer-marketing team proposed a menu of strategically developed consumer promotion offers including Shopping Spree Sweepstakes, Spring Cleaning Sweepstakes, Family Reunions and private label related-item offers for retailers to evaluate. Retailers then worked directly with Vertical Marketing Network to create unique co-marketing programs based on their individual needs. The ConAgra sales team leveraged all the programs for incremental displays and ad features on the Banquet Homestyle Bakes and Chef Boyardee brands – resulting in incremental sales. Creative development, production, distribution of promotion materials, sweepstakes administration, fulfillment and even invoice processing was all managed seamlessly by the agency’s customer-marketing team.

Key Take Away

118 individual retail accounts comprising over 16,725 stores participated in the “Super Meals for Super Moms” promotion. Unit sales experienced a double-digit growth versus prior year on both the Banquet Homestyle Bakes and Chef Boyardee brands. The program and the management systems for all the details became the standard bearer for future ConAgra account-specific events. Something to keep in mind – small details can make or break a success!

