

Land O'Lakes Brings Butter Back

Exponent PR and Land O'Lakes, Jan 1, 2013

Summary: 2013 Silver Anvil Award Winner — Marketing Consumer Products — Food

To inspire a new generation to cook with butter, Land O'Lakes introduced Butter with Olive Oil & Sea Salt. Exponent teamed with Colle+McVoy and Campbell Mithun to secure an exclusive partnership with The Pioneer Woman, Ree Drummond. As one of the most influential and well-known voices in the food blogging community, Ree was able to authentically sing the praises of Butter with Olive Oil & Sea Salt and inspire her legions of blogger friends and followers to cook with butter. Networks of digitally connected bloggers and consumers shared, tweeted and pinned Ree's content through multiple campaign touch points.

Marketing consumer products includes programs designed to introduce new products or promote existing products to a consumer audience.

Full Text: SUMMARY

Butter has always been a staple in American kitchens, but younger generations have not adopted butter as their go-to ingredient for everyday cooking. Land O'Lakes Butter, with a nearly 100-year tradition as the trusted butter brand, especially by baby boomers and older generations, identified this younger, lost generation as an untapped market for its butter business.

To inspire a new generation to cook with butter, Land O'Lakes introduced Butter with Olive Oil & Sea Salt. The new product was also part of the introduction of the Land O'Lakes Butter Half Stick line, premeasured, quarter cup sticks of butter, a more convenient serving size option designed for the modern kitchen and a new generation of cooks.

Land O'Lakes tasked Exponent with leading the launch and integrating with its other agency partners (Colle+McVoy and Campbell Mithun) to build significant awareness for Butter with Olive Oil & Sea Salt, while inspiring younger generations to cook with Land O'Lakes Butter. While the company was rooted in 100 years of tradition, the team recognized they could no longer rely on traditional marketing tactics and business as usual. Their future as a relevant brand was on the line—and Land O'Lakes needed to reintroduce themselves in an entirely new way to a digitally connected, 21st century consumer.

RESEARCH

A comprehensive attitude and usage study identified the consumer segment with the biggest potential for sales growth: *Women 35 to 44, married with kids, household income \$60K+, college graduate, and works full or part time.*

Audience Media Habits:

- Spend 70 minutes per day on news and blog sites
- Go online 2.8 times per day, stay online 1.2 hours
- Read 10-16 magazine titles per month from food to parenting

- 71 percent use smartphones daily
- Visit Facebook 1.2 times per day

This research helped create a profile of the particular consumer target for Land O' Lakes: **Savvy Simplifier..**

- This consumer group is fiercely family-focused and takes pride in providing fresh, wholesome food for their families.
- Savvy Simplifiers trust social media and online communities for product recommendations.
- They want simple, achievable recipes and tips to help conquer mealtime.

PLANNING

Business Objective: Build sales for the new Butter with Olive Oil & Sea Salt.

Communication Objective: Create broad awareness for the new Land O'Lakes Butter with Olive Oil & Sea Salt and Half Stick butter line.

Target Audience

- Savvy Simplifiers (women 35 to 44)

Strategies

- Partner with a culinary influencer who is culturally relevant to target audience and authentic to the Land O'Lakes brand to serve as the voice of the campaign
- Initiate aggressive experiential sampling with culinary influencers

EXECUTION

Exponent PR teamed with Land O'Lakes' agency partners, Colle+McVoy (digital) and Campbell Mithun (advertising), to create and implement a fully integrated campaign to reach Savvy Simplifiers through multiple relevant touchpoints and inspire them to **Pioneer With Butter**.

Given the target audiences' online habits, Exponent recommended partnering with one of the most influential and well-known voices in the food blogging community, Ree Drummond, also known to her fans as The Pioneer Woman.

Strategy 1: Partner with a culinary influencer who is culturally relevant to target audience and authentic to the Land O'Lakes brand to serve as the voice of the campaign.

Although a stay-at-home ranch mom, Ree Drummond's online influence grows daily. Drummond is now a rising star on the national food scene, thanks to her popular lifestyle blog, ThePioneerWoman.com, which receives more than a million views per month, robust fan base on Facebook and Twitter, Food Network television show, and bestselling cookbooks.

As a busy mother of four, her recipes and mealtime solutions offer attainable inspiration for the target audience. And while the category is saturated with inauthentic celebrity and chef product endorsements, Drummond provided a credible voice for the brand, because she actually uses the product in her own kitchen and often professed her love of Land O'Lakes Butter in her blog posts.

The **Pioneer with Butter** campaign offered multiple touchpoints to reach her fans with Land O'Lakes messages and sticky content to drive them to and keep them on Land O'Lakes online properties. The partnership with Ree Drummond included:

- Signature recipes using Butter with Olive Oil & Sea Salt with corresponding blog posts on Drummond's website and on LandOLakes.com.
- Social media posts on Facebook and Twitter.

- Online videos featuring easy recipes and tips.
- Participation in broadcast media interviews and tasting events.
- Television vignettes, print ads, and digital banner ads with Food Network

Strategy 2: Initiate aggressive experiential sampling with culinary influencers.

- Conducted sneak peek sampling with culinary influencers.
- Shared Drummond's signature recipes and offered interviews.
- Hosted live hour-long tasting events at BlogHer'12.
- Featured and promoted Drummond's new product blog posts, recipes, and videos on landolakes.com and social media channels.
- Conducted extensive sampling with bloggers:
 - Hosted a live webinar on cooking with butter led by Drummond and a Land O'Lakes Test Kitchen expert for 25 influential bloggers.
 - Partnered with another 12 high-profile bloggers to create cooking-centric recipes with the new product.
 - Hosted a Sunday Supper Twitter chat that encouraged butter fans to tweet about the product, usage and recipes.

EVALUATION

In the absence of national advertising support at launch, media relations became the key driver to build awareness.

Business Objective: Build sales for the new Butter with Olive Oil & Sea Salt.

While Land O'Lakes keeps specific product sales data confidential, the company reported sales have exceeded initial projections and helped grow the new half stick line.

In its recent 2012 financial results report, Land O'Lakes noted:

"Dairy Foods achieved strong results in 2012 despite significant challenges in the first half of the year caused by unexpected and exceptional growth in milk supplies and volatile markets. Within the Dairy Foods portfolio, Retail Foods recorded exceptional performance including a number of new records. Record volumes were achieved by Superspreads, which include LAND

- *LAKES® tub butter products. Continuing innovation generated new product offerings during the year, including Butter With Olive Oil and Sea Salt and Unsalted Butter Half Sticks, a Land O'Lakes exclusive."*

Communication Objective: Create broad awareness for the new Land O'Lakes Butter with Olive Oil & Sea Salt and full line of half stick butters.

Integrated Results

- The Pioneer with Butter campaign has garnered nearly 100 million "earned" media impressions.

Public Relations Results

- More than 50 million impressions are from print media and bloggers.
 - Key placements in *Every Day with Rachael Ray*, *Parenting*, *Real Simple*, *Ad Age*, and the Huffington Post.
- *Better Homes and Gardens* selected Butter with Olive Oil & Sea Salt as the winner of the butter/spreads category in their 2013 Best New Product Awards, beating out competitive butter brands.
- Broadcast interviews with Drummond generated 16 million impressions.
- Overwhelmingly positive response from outreach to 72 bloggers resulted in 8.5 million impressions.

- Blog posts generated significant social media engagement, including 1,672 tweets and 4,671 reader comments.
- More than 64 percent of all blog posts included an image of the new product, reinforcing the brand and half stick size.
- 87 percent of blog-generated recipes focused on cooking vs. baking, a key shift in how Land O'Lakes wants consumers to think about using butter in the kitchen.

Ree Drummond Online Integration Results

- Assets created with Drummond drove significant engagement in social channels and on landolakes.com, furthering product awareness.
- Year-over-year visits on landolakes.com increased 28.5 percent during the three key months of the campaign launch (*Google Analytics*).
- To date, there have been 111000 page views of Drummond's content on landolakes.com.
- Visitors spent twice the time engaging with content on Drummond's pages (3:09 per visit) compared to landolakes.com average site visit (1:53 per visit).
- Drummond's videos drew 16,000 views from eager fans to date.

Social Media Results

- Land O'Lakes' Twitter growth rate (new followers) is up from 16 to 31 percent.
- Land O'Lakes' Facebook growth rate (monthly new likes) is up from 2 to 14 percent.
- The average age of new likes on the Land O'Lakes Facebook page is now 42 years old, more than a nine-year reduction since campaign launch and on target with the Savvy Simplifier audience.

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