

Cassies 2009 Cases

Brand/Case: Cooking Up a Little Taste of Heaven

Winner: Packaged Goods Food—Silver

Client Credits: Kraft Canada

Dan D'Alessandro, VP Cheese and Pizza
Samantha Taylor, Senior Product Manager
Cerille Sumugat, Associate Product Manager
LeeAnn Dyck, Associate Product Manager
Gail Coughtrey, Product Assistant
Margaret So, Sr. Marketing Research Manager
Andrew Dodds, Director Consumer Insights

Agency Credits: JWT

Martin Shewchuk, EVP Executive Creative Director
Libby Lucas and Angela Nuhn, Copywriters
Rita D'Ettore-Berton and Dorota Kepka, Art Directors
David Gibb, EVP Managing Director
Kara Henry, VP Group Account Director
Heather Segal, Account Director
Erin Kretz, Account Supervisor
Victoria Martin Evans, Account Executive
Sarah Johnson, Strategic Planning Director
Sarah McNab, Strategic Planning Consultant
Gavin Nevsky, Broadcast Producer
Stella Powelczyk, Designer, MAC Artist
Nicola Martin and Kim McClay, Print Producers

JWT Montréal

André Lachance, VP General Manager
Pierre Nolin, VP Creative Director
Maryse Parent, Copywriter
Manon Caillé, Producer

Crossover Notes: All winning cases contain lessons that cross over from one case to another. David Rutherford has been identifying these as Crossover Notes since Cassies1997. The full set for Cassies 2009 can be downloaded from the Case Library section at www.cassies.ca

- Crossover Note 1.** What a Brand Stands For.
- Crossover Note 9.** Turnarounds.
- Crossover Note 12.** Changing the Goalposts.
- Crossover Note 14.** Refreshing a continuing campaign.

To see creative, go to the Case Library Index and click on the additional links beside the case.

EXECUTIVE SUMMARY

Business Results Period (Consecutive Months):	January 2008 – December 2008
Start of Advertising/Communication Effort:	January 7, 2008
Base Period for Comparison:	January 2007 – December 2007

a) Synopsis of the Case:

By end of 2007, *Philadelphia* Cream Cheese had grown to become the leader in the cream cheese category. After creating the widely-loved and successful “Little Taste of Heaven” campaign, we spent 15 years convincing consumers to spread their *Philly* on a bagel in the morning. With 89% of *Philly* usage coming from spreading¹ we were entrenched as Canada’s beloved morning bagel spread. **Crossover Note 1.**

But the segment was tapped out. Consumers were already spreading as much *Philly* as they could spread. We were losing momentum and subtle shifts for growth had failed. We needed to evolve usage dramatically, without jeopardizing our core business.

We had to advance the deeply ingrained mindset of *Philly* as a spread - redefining it from a “morning spread” to something broader. The result was “Cooking with *Philly*.”

b) Summary of Business Results:

- Brand growth outpaced the category, with baseline consumption +5.5%²
- Weekly eating frequency increased by 19%³
- Consumer perception of *Philly* as a cooking ingredient grew by 24%⁴
- Significantly, consumers saw this 15-year old campaign as new and different⁵

SITUATION ANALYSIS

a) Overall Assessment

With more than a 75% market share, *Philadelphia* Cream Cheese has been the clear leader in the cream cheese category for well over a decade. During this time, the brand consistently focused its “Little Taste of Heaven” communications on building a morning routine of spreading cream cheese on a bagel instead of butter. As a successful result, 89% of our consumers’ *Philly* usage was for spreading – with 62% of this as part of their beloved morning routine.⁶

However, while we were dominating the category with our “morning routine” communication, going into 2008 the brand share and volume were in decline⁷. As the market leader, we needed to reverse this trend, accelerate growth and unleash the full potential of the brand. **Crossover Note 9.**

¹ National Eating Trend Data, NPD Group, March 2009

² AC Nielsen Market Track, National, 2008

³ National Eating Trend Data, NPD Group, March 2009

⁴ Cheese and Dairy IMC Research Evaluation, Millward Brown, 2008

⁵ Ibid

⁶ National Eating Trend Data, NPD Group, March 2007

⁷ AC Nielsen Market Track, National, 2007 and 2008

We needed our consumer to continue with her important morning bagel routine, but to also take *Philly* out at other points in the day.

Initially, we explored spreading use at lunchtime, but this did not garner significant enough returns. We needed a more dramatic shift.

b) Resulting Business Objectives

- Increase baseline volume by 2%
- Increase share by 0.1 pts
- Expand brand usage perceptions

c) Budget Range/Share of Voice

- \$4 - \$5 million a year (consistent with historical spends)
- National

STRATEGY & INSIGHT

a) Analysis and Insight:

The target was the loyal *Philadelphia* Cream Cheese user: women 25-54. These women love *Philly*. They love its creamy taste and texture, and its dairy goodness. This combination makes it a lovely “permissible indulgence.”

Speaking to our consumer reinforced that “permissible indulgence” unleashes a powerful emotional place—the “*Philly* Moment.” This is the ultimate satisfaction for her. Ultimate because she gets the pleasure of her creamy *Philly*, with the reassurance that she’s “doing something right for her.” But, right now this is wholly connected to the bagel – the spreading, the anticipation and that first delicious, savoury bite.

But why wouldn’t she want this “*Philly* Moment” more often? Well, she really just never thought about it (and, why should she when for 15 years we’ve been telling her about this heavenly bagel moment).

Did she respond well to cooking with *Philly*? **Crossover Note 12.** It did intrigue her. But she had never really associated *Philly* with anything other than her “moment.” So she was doubtful that it could satisfy. And suspicious of any efforts that we might make to communicate that.

So, we had a “moment” to leverage, and an open but skeptical consumer. We could now work to move *Philly* from a narrow “spread” to a broader “ingredient.” We could open the doors wide for so many more reasons to pull *Philly* out of the fridge.

b) Communication Strategy:

Our consumer was intrigued by the notion of cooking with *Philly* and the idea that we could extend her heavenly *Philly* morning into a heavenly *Philly* day.

But research had uncovered that she's not a risk taker in the kitchen - she's a busy woman who doesn't have the time for failure. And she was clear that there *was* a risk with *Philly*. She needed to see how easily *Philly* turned from a solid to a creamy liquid. This "melting moment" would give her the assurance of product performance.

So, we had to write new behaviour codes. To achieve this we created the "Cooking with *Philly*" platform, with 3 pillars for communication that would provide trust and reassurance:

1. General Awareness/Education
 - Open the consumers' eyes that *Philly* is for more than spreading
2. Demonstrate Versatility
 - Showcase all the places *Philly* can fit into her cooking
3. Make it Easy to Experiment
 - Prove to her how fail-safe and easy *Philly* cooking is

CREATIVE EXECUTION

The challenge was to develop a campaign that could inspire our consumer to move from spreading to cooking, while providing her the risk-free reassurance that it would work.

Philly had spent 15 years winning hearts and minds with the "Little Taste of Heaven" campaign. This is powerful equity that could be harnessed to deliver trust and reassurance to a very sceptical consumer. But it also presented risk. We needed to use our spokes-angel and her manservant Albert to communicate new and different usage – but how could we stand out when they were seen as shorthand for "cream cheese and a bagel"? **Crossover Note 14.**

Our first priority was to focus on the food. Many close ups of preparation, cooking and savouring would telegraph "this is not your morning bagel."

We then leveraged our spokes-angel as a trusted peer endorser, sharing the heavenly moment that can come from "*Cooking with Philly*." She and Albert could credibly mitigate product performance concerns (supported by food visuals showcasing the "*Philly* melt") and also reinforce *Philly* emotional cues: the deliciousness of the food transformation and the joyful moment of savouring *Philly* more often than just mornings.

“Cooking with Philly. A Little Taste of Heaven.”

Television Creative

“Lessons with Albert :30” (also aired as :15)

January 7-March 15; June 30-July 21; Sept 8-November 17



I think quality time is important in a relationship, so Albert's teaching me how to cook...



...with **Philly!** We're making **Philly** Pasta. It's going to be divine.



We add smooth, creamy **Philly...**



...to mushrooms and pesto...and look how **Philly** melts!



Ohhhh Albert!



Mmmm...



Albert cooks with **Philly** a lot. Now I can enjoy **Philly** - and Albert - more often! (giggle)



Cooking with **Philly**.
A Little Taste of Heaven.



Get inspired at cookingwithphilly.ca

“In a Rut :15”

February 25-June 9; August 4-September 9



Albert and I were in a rut...



...but now he cooks - with **Philly!**



When he adds chive and onion **Philly** Light...



...to mashed potatoes...



...light and fluffy!
Mmmm...



Now I'm never bored with
mealtime - or Albert!



Get inspired...



... at cookingwithphilly.ca

TV served to inspire and showcase product performance – but we knew that it would only be the beginning of motivating behavioural change. Print is a strong source of cooking information for our consumer. So, we used it to deliver product versatility and enhanced education cooking. With a heavenly-setting from the TV campaign, recipe-focused print allowed the consumer to tear out and try various recipes immediately (or go online for more ideas).



It's more than a dip—it's a fiesta!
PHILLY MAKES THIS DIP A HIT

No-Fuss Mexican Layered Dip
Prep: 10 min. Total: 15 min (including refrigeration)
Makes 4 servings

1 pkg (8 oz) PHILADELPHIA Cream Cheese, softened
1 Tbsp low-sodium soy sauce
1 cup salsa, drained
1 cup drained canned black beans, rinsed
1/2 cup chopped green onions
1 cup PHILLY Double Cheddar Shredded Cheese Light*
1 cup shredded lettuce
2 Tbsp drained ripe olives
1 Tbsp chopped fresh cilantro
Baked tortilla chips

Beat PHILLY with electric mixer on medium speed until creamy. Add remaining mix, beat until well blended. Spread on a shallow 9-inch dish. Layer remaining ingredients over cream cheese mixture, cover.
Refrigerate at least 1 hr. For easier dipping, remove from fridge 30 min before serving. Garnish with chopped fresh cilantro, if desired. Serve with tortilla chips.

COOKING WITH PHILLY – A LITTLE TASTE OF HEAVEN
Get inspired at cookingwithphilly.ca

* PHILADELPHIA Cream Cheese, Reduced Fat, 100% Fat Free Regular PHILADELPHIA Cream Cheese Spread PHILLY Double Cheddar Shredded Cheese Light* 100% Fat Free Regular PHILADELPHIA Herb & Garlic Light Cream Cheese Spread



Fish for a compliment
PHILLY LETS YOU GET SAUCY WITH SALMON

20-Minute Skillet Salmon
Prep: 10 min. Total: 30 min
Makes 4 servings

1 Tbsp oil
4 salmon fillets (5 to 6 oz) g
1/2 cup milk
1/2 cup PHILLY Herb & Garlic Light Cream Cheese Spread
1/4 cup shredded mushrooms
2 Tbsp chopped fresh dill

Heat oil in large skillet on medium-high heat. Add salmon; cook 5 min on each side or until salmon flakes easily with a fork. Remove from skillet; cover to keep warm. Add milk and PHILLY to skillet; cook and stir until PHILLY is melted and mixture is well blended. Stir in mushrooms and dill. Return salmon to skillet. Cook 2 min, or until heated through. Serve salmon topped with PHILLY sauce.

COOKING WITH PHILLY – A LITTLE TASTE OF HEAVEN
Get inspired at cookingwithphilly.ca

* PHILADELPHIA Herb & Garlic Cream Cheese Spread 100% Fat Free Regular PHILADELPHIA Herb & Garlic Cream Cheese Spread



Any lighter and they'd float away
PHILLY MAKES POTATOES LUSCIOUS AND LIGHT

Fluffy Mashed Potatoes
Prep: 10 min. Total: 20 min
Makes 4 servings

1-1/2 lbs (300 g) potatoes, peeled & diced, or cut into 1/2-inch cubes
1/2 cup PHILLY Herb & Garlic Light Cream Cheese Spread
Garnish with 1 Tbsp shredded chives

Cook potatoes in boiling water in large stockpot 20 min or until tender. Drain potatoes well; return to stockpot. Add PHILLY; mash with potato masher until light and fluffy. Choose a high-starch potato for mashing such as Russet or Idaho.

COOKING WITH PHILLY – A LITTLE TASTE OF HEAVEN
Get inspired at cookingwithphilly.ca

* PHILADELPHIA Herb & Garlic Cream Cheese Spread 100% Fat Free Regular PHILADELPHIA Herb & Garlic Cream Cheese Spread

Again, to reinforce the ease of cooking and versatility, we inserted a 12-page recipe book in What's Cooking (which reaches the most people in our target group of any Canadian publication)⁸



ARTICHOKE DIP
Prep: 15 min
Total: 30 min

1 pkg (250 g) PHILADELPHIA Herb & Garlic Light Cream Cheese Spread
1 can (14 oz) (390 mL) artichoke hearts, drained, chopped
2 Tbsp butter, melted
1 clove garlic, minced
1/2 cup PHILLY 100% Parmesan Grated Cheese

COOKING WITH PHILLY?

A LITTLE TASTE OF HEAVEN



ARTICHOKE DIP
Prep: 15 min
Total: 30 min

1 pkg (250 g) PHILADELPHIA Herb & Garlic Light Cream Cheese Spread
1 can (14 oz) (390 mL) artichoke hearts, drained, chopped
2 Tbsp butter, melted
1 clove garlic, minced
1/2 cup PHILLY 100% Parmesan Grated Cheese

20-MINUTE SKILLET SALMON
Prep: 10 min
Total: 30 min

1 Tbsp oil
4 salmon fillets (5 to 6 oz) g
1/2 cup milk
1/2 cup PHILLY Herb & Garlic Light Cream Cheese Spread
1/4 cup shredded mushrooms
2 Tbsp chopped fresh dill

COOKING WITH PHILLY – A LITTLE TASTE OF HEAVEN

⁸ PMB 2009

To close the deal, we also refreshed the packaging. We used the freshness foil on tubs and the outside wrap on the brick to remind consumers that they had more than a spreading opportunity.

Cooking with *Philly* packaging communication



The fully integrated creative seamlessly worked together to inspire, educate and reassure that Cooking with *Philly* was truly a heavenly moment - an easy and risk-free way of expanding *Philly* usage throughout the day.

MEDIA EXECUTION

- Television
 - Combination of :30 + :15, alternating creative to maintain freshness
 - Activity through the entire calendar year
 - *Role:* to inspire, and call to the web for more education
- Print
 - Full Page, Women's Books
 - Activity through entire calendar year
 - *Role:* Recipe Dissemination and more detailed education (get them cooking even if they don't go to web)
- Print Insert
 - 12-Page Recipe Book Insert (*What's Cooking Magazine*)
 - March 08
 - *Role:* As for Print
- Website and Online
 - New Brand Website with banner and search engine support
 - October through end of year
 - *Role:* Provide additional recipes and more detailed education and product reassurance

BUSINESS RESULTS

Business results reinforced that the strategic shift from “spreading” to “cooking” paid off, with positive growth for *Philly* and the category.

- Sales:
 - Brand growth outpaced the category, with baseline consumption +5.5%⁹
 - Overall dollar share increased by +2.4 share points, compared to the objective of 0.1 points.
 - Pound consumption was up 13.3%.
- Frequency:
 - Weekly eating frequency increased by 19%¹⁰
- New Ways:
 - Use of cream cheese as an ingredient increased by 19%¹¹

And with the same media spend as in previous years, Nielsen’s Marketing Mix tracking showed that the money is working harder than ever before – with ROI paybacks for advertising at the highest levels tracked for Kraft Canada¹².

CAUSE & EFFECT BETWEEN ADVERTISING AND RESULTS

It is clear from the business response that the focus on Cooking with *Philly* was a key driver in *Philly*’s return to growth.

With a media spend in line with historical levels, baseline volume (which omits volume from promotion) increased +5%. The *Philly* soft tub (featured in TV and print creative) contributed 102% to 2008 *Philly* growth (up from 77.4% in 2007)¹³.

Additionally, a Nielsen Marketing Mix Analysis showed that the shift, with no added investment, saw paybacks - at the highest levels tracked for Kraft Canada¹⁴.

2008 Cooking Strategy	vs. 2007 Spreading Payback
TV ROI	+16%
- TV Efficiency ¹⁵	+18%
- TV Effectiveness ¹⁶	+33%
Print ROI	+6%

⁹ AC Nielsen Market Track, National, 2008

¹⁰ National Eating Trend Data, NPD Group, March 2009

¹¹ Ibid

¹² Cream Cheese 2008 Marketing Mix Analysis, Nielsen Analytic Consulting Marketing Mix (National Grocery +MM+Drug), Average payback for brands analyzed using HLM Marketing Mix

¹³ AC Nielsen Market Track, National, 2008

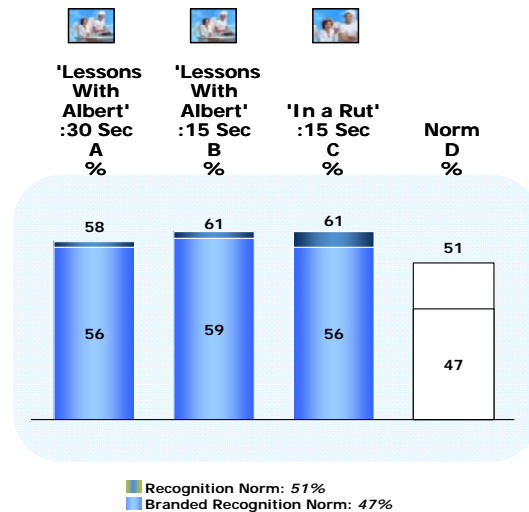
¹⁴ Cream Cheese 2008 Marketing Mix Analysis, Nielsen Analytic Consulting Marketing Mix (National Grocery +MM+Drug), Average payback for brands analyzed using HLM Marketing Mix

¹⁵ Spend/incremental pounds

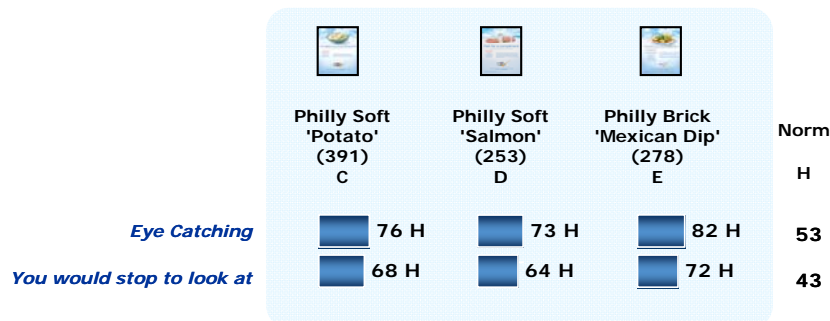
¹⁶ incremental pounds/GRPs

This analysis also isolated that Television and Print drove incremental consumption, with TV's contribution to sales increasing consumption by 12% vs. 2007 spreading TV. In-market tracking also revealed that Cooking with *Philly* advertising was being noticed¹⁷.

Cooking with *Philly* in market prompted television awareness



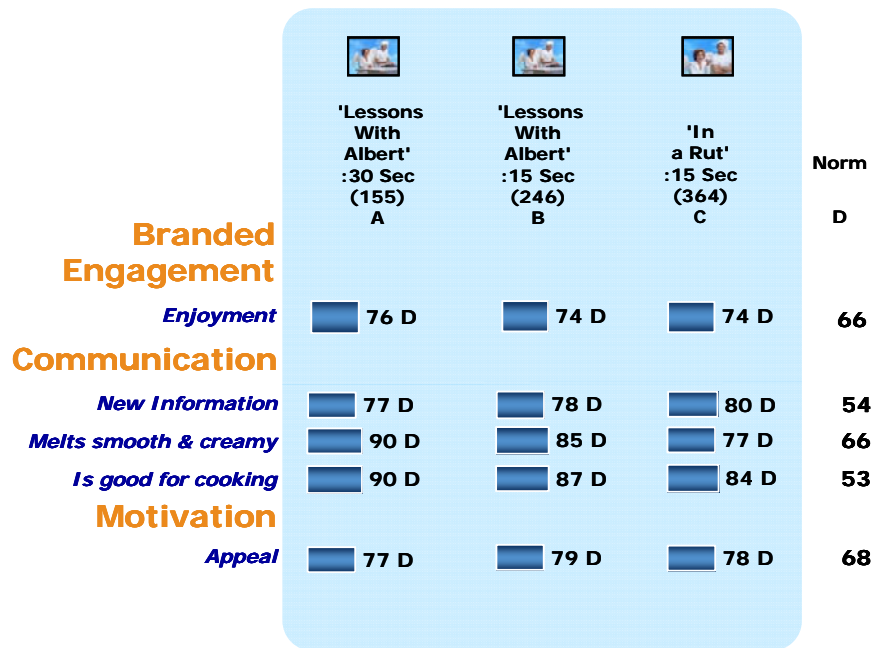
Cooking with *Philly* in market print branded engagement



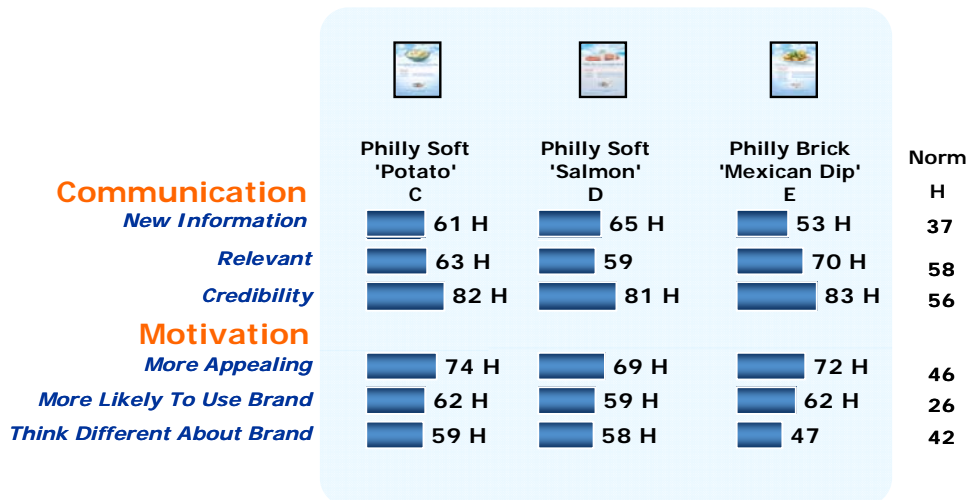
Cooking with *Philly* creative was seen as incredibly enjoyable, presenting *new* information to our consumer, despite using a long-running campaign. *Philly* advertising was changing perceptions (persuasion 11% above norm¹⁸) and where she once never thought of it, our risk-averse consumer now truly believed in *Philly* for cooking. She felt assured of its performance (“melts smooth and creamy”) and was ready to change her behaviour.

¹⁷ Cheese and Dairy IMC Research Evaluation, Millward Brown, 2008
¹⁸ Ibid.

Cooking with *Philly* in market prompted television diagnostics¹⁹



Cooking with *Philly* in market prompted print diagnostics²⁰



¹⁹ Ibid
²⁰ Ibid

Television sparked consumers to visit the web for more information. In-market tracking supported that TV served as a highly effective vehicle in driving to the *Philly* website, with consumers flocking to *cookingwithPhilly.ca* online to download recipes, arming her with more ways to cook with *Philly*, more often²¹.



The strategic shift in communications to “Cooking with *Philly*” was certainly making an impact on the brand and the bottom line. Leveraging the strength of a 15-year old campaign through multiple consumer touch points we were able to lift slowing sales, change a deeply ingrained consumer perception rooted in routine and begin to pave the way for even more tubs to come out of the fridge more often.

2008’s stellar performance was truly *A Little Taste of Heaven* for the team.

²¹ Cheese and Dairy IMC Research Evaluation, Millward Brown, 2008