

2007 ARF David Ogilvy Awards:
Beverages Category



“Our House”
Campaign

Submitted By:
Kraft Foods

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**Kraft Foods
Maxwell House
“Our House”**

Business Situation

Maxwell House Coffee is one of America’s most recognizable brands with almost universal awareness. Over its 115 year life, the brand has a storied marketing history and developed a wealth of well-recognized branding devices.

One of Advertising’s legendary moments occurred when David Ogilvy used Teddy Roosevelt’s comments that the coffee was “Good To The Last Drop” to create the brand’s signature slogan. Maxwell House’s venerable perking pot music is still highly recognizable. The brand’s Cup and Drop logo also has very strong consumer awareness and appeal. The strength of these brand icons have been both a positive and a negative. From the positive side, they are clear indicators to the consumer of who the brand is. From the negative side, they also make it difficult to move or change consumer perceptions of the brand within the current coffee marketplace.

Over the past decade, the brand has seen erosion of equity and sales due to a number of factors:

- At home growth of higher priced “Super-Premium” coffees, led by Starbucks, has led to decreasing relevancy of all “canned” coffees, including Maxwell House
- Ongoing shift from at-home consumption to out of home consumption, again led by Starbucks
- Within canned coffees, overall competitive pressures, and more recently Folger’s plastic can packaging innovation has created news and captured share
- The brand’s Advertising campaign from 1998-2004, “Make Every Day”, while designed to update and contemporize brand imagery and help the brand better compete in an environment of Super-Premium coffees, did not help in improving overall taste and quality credentials

Research Initiatives –Assessment of Prior Campaign

Maxwell House’s last major advertising campaign, “Make Every Day” (MED), focused on emotional coffee moments and featured an updated “Make Every Day... Good to the Last Drop” slogan. While MED executions delivered powerful coffee moments that were highly enjoyable and relatable, the consumer take-away was that these were more coffee *category* emotional benefits and were not fully linked to the Maxwell House brand.

Ethnographies and qualitative research of the campaign identified the following:

- In order to succeed with an emotional message, consumers needed to be satisfied with the more physical aspects and perceptions of the brand’s taste and quality. This was evident in that consumers tended to refer to depicted MED moments as “Coffee Moments” not “Maxwell House Moments” and that they also viewed their current preferred coffee brand as delivering against the messages and images depicted in the MED executions.

- Despite the efforts to contemporize the brand’s image, consumer connections with the brand still tended to be rooted with home and family history with both positive and negative connotations. Some consumer quotes: “I use it because I grew up with it, and my mother used it” and “Maxwell House is old and stodgy”.

Extensive Millward Brown quantitative analysis with Link Testing and in-market ad-tracking supported these insights.

Marketing and Campaign Objectives

Maxwell House’s “Our House” campaign was the result of objectives that followed from this situation assessment:

- Address a Strategic Value Consumer (Target) of current canned coffee consumers. First, the declines among Heavy Core Users needed to be stopped, and then replenishing the brand user base by building loyalty from heavy switchers needed to be addressed.
- Create motivating advertising that is strongly linked to the brand and can *only* be from Maxwell House.
- Give consumers a compelling reason to buy the brand within the current highly competitive canned coffee landscape
- Improve fundamental taste and quality perceptions of the product for long term stability and growth

Copy Research and Campaign Evolution

In early 2005, Ogilvy developed a number of campaign ideas and these were exposed to consumers qualitatively. One idea that resonated with consumers was linking creatively though the imagery and equity brought on by the brand’s “House” identity and historical linkages to home and family.

The consumer insight that was developed based on ethnographies and qualitative work was:

“Hardworking folks who lead productive lives. They value duty service, loyalty and family. Day-today heroes who, not strangers to tough circumstances, smile nevertheless. To them, canned coffee is real coffee. Like Maxwell House, what you see is what you get – they are Good to the Last Drop”

Ogilvy developed a creative execution utilizing the 1980’s hit song “Our House” by Madness and inexpensively filmed it with Elmsford, NY firemen singing. A new call to action was incorporated: “Make Your House a Maxwell House!”

This ad was tested using a Millward Brown Communications Check. Research indicated that the ad was highly memorable, enjoyable and importantly well branded to Maxwell House. The “Ladder 59” execution was launched into market in May 2005.

A pre-post analysis executed with GFK Arbor yielded results consistent with the Millward Brown Com Check:

	Apr '05 Pre- Wave	Aug '05 Post Wave	Arbor Bench Mark	Difference
"Ladder 59" Among Past 7 Day Coffee Drinkers				
TV Awareness	70	79		9
Ad recognition (Claimed Recall of Ad)		38	26	12
Brand Linkage (Correct Brand Identification)		79	34	45
Enjoyable to Watch		83	70	13
Would Buy More in the next 3 Months	4	9		5

The strengths of the execution were the ability to break through, be very strongly branded to Maxwell House, and consumer enjoyment of the ad. Based on these results, two additional executions were produced, “NASCAR” and “Home Renovation. They were added into the rotation in the latter half of 2005. Similar tracking results were observed.

The next step in the evolution of the “Our House” campaign was to offer consumers a “reason to buy” amid the competitive canned coffee environment. Key agency partners, along with Kraft team members, conceived of the Integrated Marketing Communications (IMC) “Spruce-Up Your House With Maxwell House” event (“Spruce Up”)

“Spruce Up” consisted of a number of components:

- The cornerstone of the event was the ability to instantly win cash or prizes using a code printed on the inside of the coffee can and registering and playing at the Maxwell House website. Key partners included both Stanley and Black and Decker. The grand prize was a \$10,000 instant win per month
- Also on the can were “House Points” which consumers can collect and submit for various merchandise
- TV executions within the “Our House” campaign generated awareness of the event. On-line banner ads directed consumers to the website
- Radio (Both on-air and In-Store) also helped generate awareness
- There was a Public Relations campaign to redecorate local firehouses in 10 markets
- A Label Violator was designed to generate consumer awareness at the point of purchase

The development and optimization of “Spruce-Up” involved two research steps:

- Partners and prizes were identified using Kraft’s proprietary virtual online community managed by Communispace. For example, consumers in the online community helped identify that monthly prizes of \$10,000 were more compelling versus a single \$120,000 grand prize winner.

- A “Spruce-Up” TV execution was developed and tested using Millward Brown’s Link copy test. Consistent with previous “Our House” learning, the execution was memorable, well branded, and enjoyable, and now with the “Spruce-Up” instant win message -- generated persuasion.
 - Initial response was encouraging, so a second “Spruce Up” execution was developed featuring actual winners of the \$10,000 prize.

A comprehensive and innovative research plan was developed to monitor and track the “Spruce Up” IMC. Key components included:

- Custom IMC based awareness and source of awareness consumer tracking waves during the course of the event
- ACNielsen panel analysis in which HomeScan panelists were matched to web-site registrants and then their coffee purchasing was analyzed
- Banner ad tracking
- Maxwell House Web Site intercepts
- Mix modeling by both MMA and IRI

Results from “Spruce Up” exceeded expectations:

- Consumers registered to play the instant win game greatly exceeded expectations
- 20% of adults were aware of the event.
- ACNielsen panel analysis indicated that registrants significantly increased their volumes versus non-registrants.
- Significant increases in both penetration and buying rate

While “Spruce-Up” was being executed in market, the team was looking for ways to make “Our House” even more persuasive and ultimately reflect in increasing taste and quality. Additionally, with the success observed among current heavy core consumers, the SVC (Target) was modified to focus against Heavy Switchers.

In early 2006, Ogilvy developed “Our House” creative that continued to leverage Maxwell House’s core equities. For this execution, the focus was to be more single minded on the taste and quality of the product. The creative device was to show the coffee process from plant to cup along with “the people behind the can” singing. This spot, “Custom Roast”, also featured how the beans were carefully roasted and blended to make Maxwell House coffee.

Qualitative research showed that the net impression of “Custom Roast” is that Maxwell House coffee comes from “Our House to Your House”:

- Consumers focused on the main message that Maxwell House has a **team** of people who **care** about delivering a high quality, great tasting, coffee to **you**
 - Respondents felt they are getting the complete “story” behind the coffee – and it is a personal one
 - People loved that there was a large diverse group of people who are involved in the process and care about giving you the best

This spot was produced and Link tested in August 2006 with outstanding results.

Some highlights from the “Custom Roast” Link test:

- 94% Brand Mentions vs. 44% Millward Brown average*
- 70% Enjoyed the music a lot vs. 38% average*
- 78% - Better than most commercials for coffee
- 74% - It makes me want to buy the product
- 69% - Strongly Agreed that Maxwell House is a great cup of coffee
- 44% improved their opinion of the Taste of Maxwell House compared to other brands of canned coffee
- 67% - Strongly Agreed that Maxwell House is a high quality coffee
- Consumer Comments: “*They have a better quality of coffee*”; “*It’s better than ever*”; “*It is a great jingle, I’ll be singing it all day*”; “*It is very upbeat and makes me want to dance a little*”; and *I like the connectivity between the product and the consumer*

“Custom Roast” aired during the last Quarter of 2006. Initial in market results are positive.

Maxwell House “Our House” Campaign Summary

Execution	Primary SVC/Target	Dates In-Market	Media Plan	Results
“Ladder 59”, “NASCAR” “Home Renovation”	Cores (High Volume Loyal Maxwell House Buyers)	May-through December 2005	\$14.4 Million TV	<ul style="list-style-type: none"> • High Levels of: <ul style="list-style-type: none"> ○ Intrusiveness / Breakthrough ○ Branding ○ Enjoyment • Motivating among Cores
“Spruce-Up” “Spruce-Up Refresh”	Cores	January through June 2006	\$8.1 Million TV \$1.4 Million Other Media	<ul style="list-style-type: none"> • Significant number of “instant-win” participants • Demonstrated volume lift among participants and across many user groups • Increases in Share of Requirements of Cores
“Custom Roast”	Switchers (High Volume category non-loyal Maxwell House Buyers)	October-December 2006	\$5.8 Million TV	<ul style="list-style-type: none"> • Outstanding Scores in Millward Brown’s Link Test • Demonstrated Persuasion among Switchers • Increases in Taste and Quality Measures