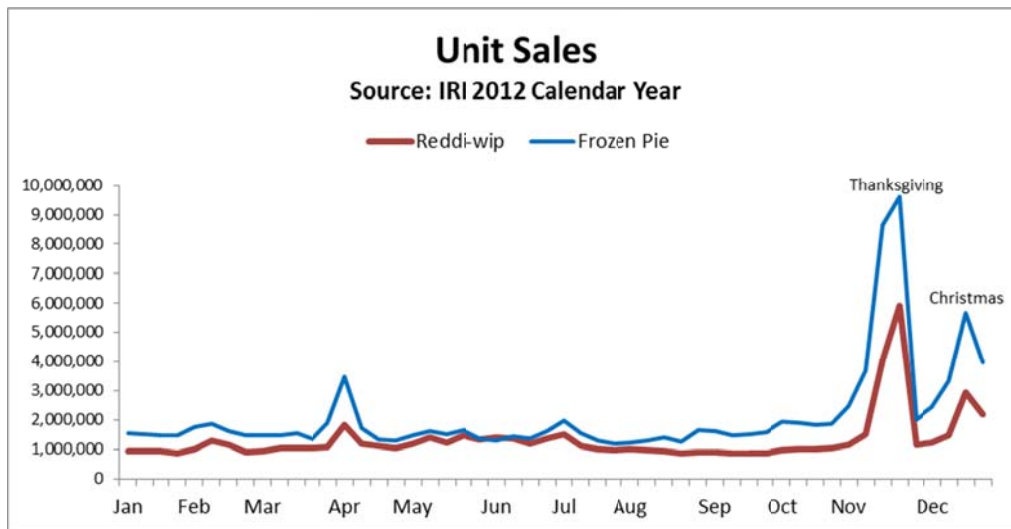


CASE STUDY: Unleashing the Joy of Reddi-wip and Fruit

Reddi-wip’s real cream deliciousness and flair has long been unleashed on holiday desserts. For our consumers that unmistakable *whoosh* makes any holiday pie that much more joyful. But once the holidays were over, sadly, that can of Reddi-wip often found itself pushed to the back of refrigerator.

Reddi-wip wanted to transform itself from a seasonal product to an “everyday” product by increasing sales outside of the November/December holiday time period and beyond topping pie. Rather than try to encourage consumers to eat pie year-round, the Marketing Strategy was to encourage consumers to use Reddi-wip on a *different* host food, fruit, during the spring/summer months.



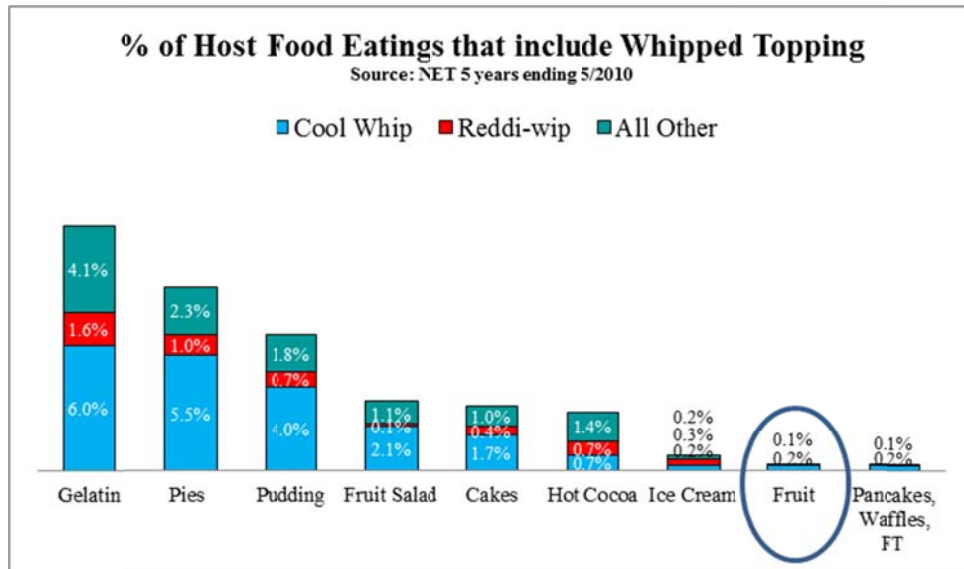
The Marketing Objective was to increase sales 3.1% outside the November/December time period.

Why fruit?

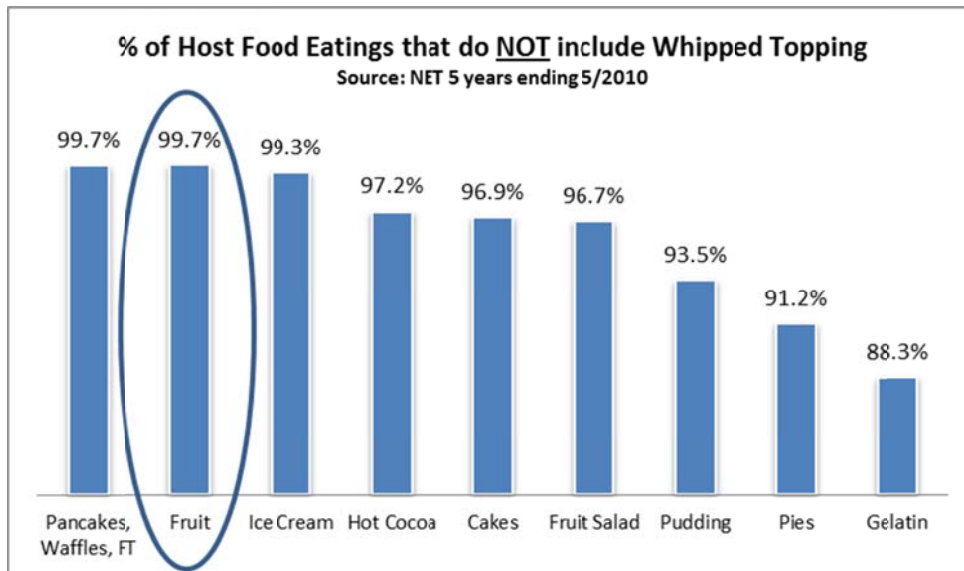
We knew that there were lots of potential host foods that Reddi-wip could make more joyful. But, we started by mining existing NET (National Eating Trends) data from NPD Group to determine the best host food pairing for Reddi-wip.

The existing data showed that usage of whipped topping was low across all host foods, especially fruit. However, when we turned this data upside down, a huge opportunity for Reddi-wip started to materialize – 99.7% of fruit is un-topped!

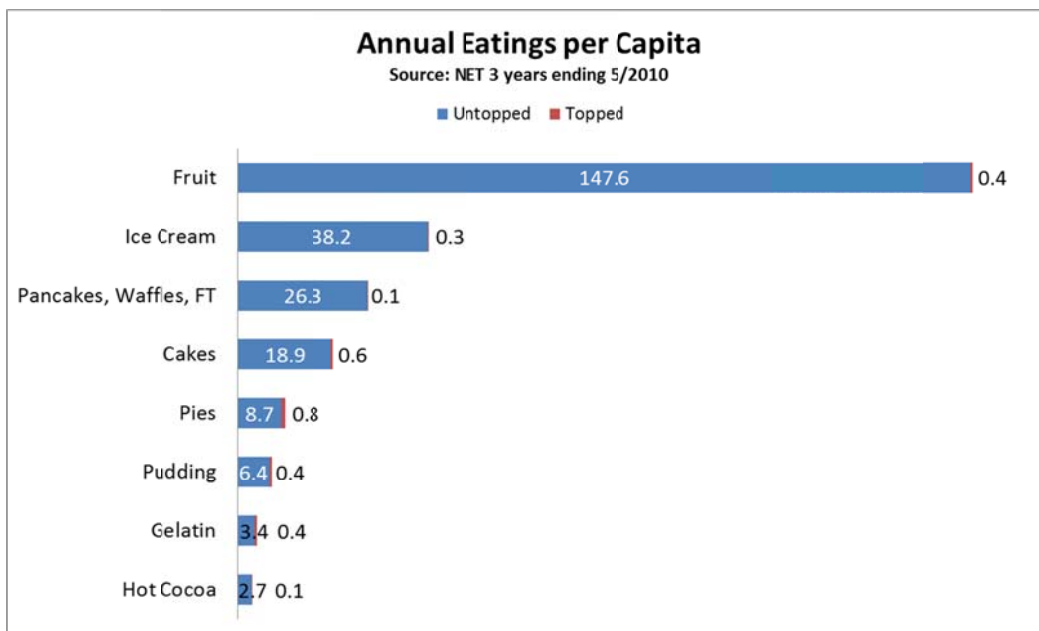
Existing data:



Flipped data:



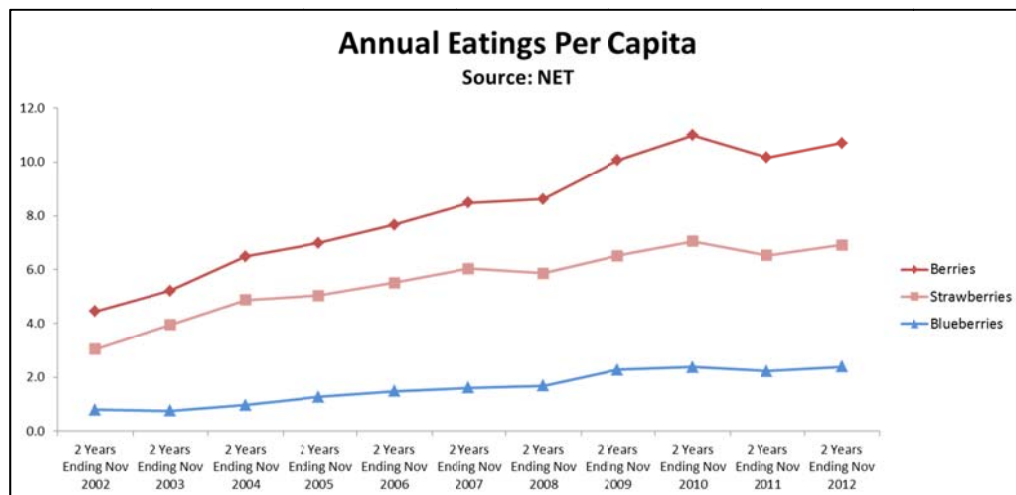
Digging in deeper, we found that fruit is eaten more (per capita) than all the other host food options combined!



To better illustrate the opportunity size for fruit, we brought to life what “annual eatings per capita” really means in this context:

- Every year there are 147.6 un-topped eatings of fruit per capita (per person).
- If we take 147.6 and multiply it by the population of the U.S. (313.9MM) = 46.3 Billion fruit eatings each year (125 Million each day) that do not include whipped topping!

We then used additional NET data and qualitative analysis to narrow our scope within fruit to berries. Berries and cream was a natural fit for consumers and the size of the opportunity was still significant. In addition, we discovered that consumption of berries is steadily increasing.



Aligning our efforts with berry season (late March to early September) helped us achieve our goal of increasing sales outside of the Thanksgiving/Christmas holiday season by being far enough from the holidays to insure that consumers would pick up a new can of Reddi-wip.

Why put Reddi-wip on fruit?

We used multiple rounds of qualitative research to understand the potential for pairing Reddi-wip with fruit and to help us define the benefits of this combination.

In our first round of qualitative research we gave consumers a homework assignment - to try Reddi-wip on fruit several times over the course of a week. Consumers loved the way Reddi-wip tasted on fruit; they simply hadn't thought about using it in this way before.

In the second round of qualitative research, we delved deeper into the role Reddi-wip plays for consumers. The key insight we found was that Reddi-wip has the power to **transform fruit from an ordinary dish into something more exciting**. Many consumers felt that Reddi-wip transformed fruit into a real dessert. Reddi-wip also made fruit more appetizing visually, as well as in taste and texture -- this was an appealing prospect for the adults in the household as well as for the kids (a way to entice them to eat fruit more often).

"It makes that bowl of blueberries a little more special; a little more tempting."

"There is a bit of luxury in every bite because Reddi-wip makes everything more special than it would have been without it."

"Reddi-wip and fruit is a real treat without the guilt."



We also found that we had a very powerful, and unknown-to-consumers, RTB (Reason to Believe) in the fact that **Reddi-wip is only 15 calories per serving** (as shown in the picture to the left).

This became a key communication point as consumers think of fruit as healthy and do not want to mitigate the health benefits by mixing fruit with something unhealthy. Finding out that Reddi-wip has just 15 calories per serving in conjunction with being made from real cream (not artificial "diet stuff") provided assurance that Reddi-wip is "healthy" and could be a perfect complement to fruit.

Driven by insights: bringing Reddi-wip on fruit to life

The creative idea that emerged was to showcase how Reddi-wip can turn fruit into a more joyful everyday treat you can still feel good about. We knew that the advertising needed to feature a realistic, everyday situation for eating fruit while also highlighting the surprising fact that Reddi-wip is only 15 calories per serving.

The 'Work It' TV commercial features a relatable, everyday scenario – coming home for a healthy snack after working out. It also addressed the guilt our consumers voiced over "ruining" a healthy snack by topping it with Reddi-wip by pointing out that it is only 15 calories per serving. The ability of Reddi-wip to turn fruit into something more special and tasty is evident in the woman's reaction when



she savors a bite of Reddi-wip on her strawberries along with her comment of “at least now I can die happy.”

Prior to airing ‘Work It,’ several rounds of research were completed using Ipsos-ASI’s quant-qual AdLab and traditional copy-testing methodologies. The copy-testing results showed that ‘Work It’ was able to breakthrough and persuade consumers with the message that “you can feel good about using Reddi-wip on fruit because it is only 15 calories and made with real cream.”

Performance Recap - <i>Work It</i>	
Test Ad Communication Objective/SMIT	You can feel good about using Reddi-wip on fruit because it is only 15 calories and made with real cream.
Test Ad Acceptable Playback	RW is/has 15 calories, RW is low calorie, RW is low calorie/15 calories, I won't feel guilty using RW on fruit, Because RW is low calorie/15 calories, I can put RW on fruit and stick to my diet, Because RW is low calorie/15 calories, I can feel good using RW on fruit
	<i>Work It (2013)</i>
Consumer Playback of Key Communication Point	69%
Visibility Retainer Recognition Index	142 Top 20%
Branding Brand Linkage Ratio Index	112 Middle 20%
Persuasion Index (Reddi-wip)	129 Top 40%
CEI Index of Visibility, Branding and Persuasion	169 Top 25%

Source: Ipsos-ASI copy-testing

Branding for Reddi-wip was average in this spot. We enhanced branding by adding a scene at the beginning of the ad that prominently featured the Reddi-wip can. A custom branding study conducted with Communicus told us that our can shape/color is our strongest Brand Linked Asset that will help consumers correctly link our communication efforts to Reddi-wip.



The campaign comes to fruition

The 2013 Reddi-wip fruit campaign ran from March – September and was supported with a total budget of \$4.2MM.

Television and digital advertising (video, banners) were the primary communication vehicles used to reach Brand Switchers (women age 35-64).

To further encourage an actual behavior change, we:

- Created a stronger link between Reddi-wip and fruit in-store.
 - We obtained secondary placement of Reddi-wip in the produce section at select retailers. Some accounts used our Coolers with our “15 calorie”



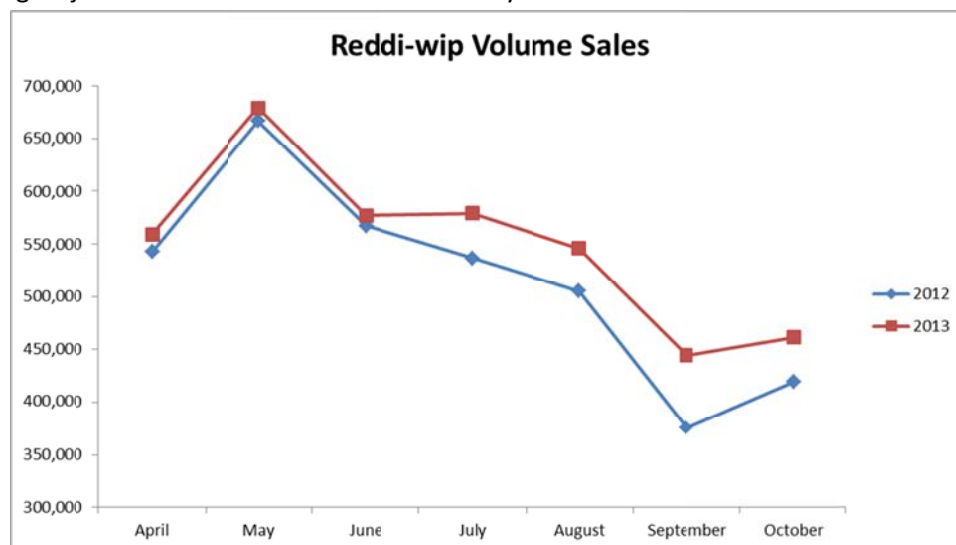
- messaging while others created temporary shelf space for Reddi-wip to be next to fruit.
- We partnered with Naturipe – a national seller of berries. This partnership featured in-store sampling of Reddi-wip on Naturipe berries, as well as, instantly redeemable coupons for Reddi-wip on 4MM packages of Naturipe strawberries and 4MM packages of Naturipe blueberries.
- Inspired consumers to use Reddi-wip on fruit by providing a variety of different usage ideas. These ideas were presented to consumers on Facebook, in retailer flyers/circulars, and on Reddi-wip.com.
 - To amplify the impact of our efforts on Facebook, we grew the size of our community by 857%. Our Berry Keeper Giveaway/Promotion was one way we drew consumers to our Facebook community. The Reddi-wip branded Berry Keeper also reminds consumers to put Reddi-wip on their berries.



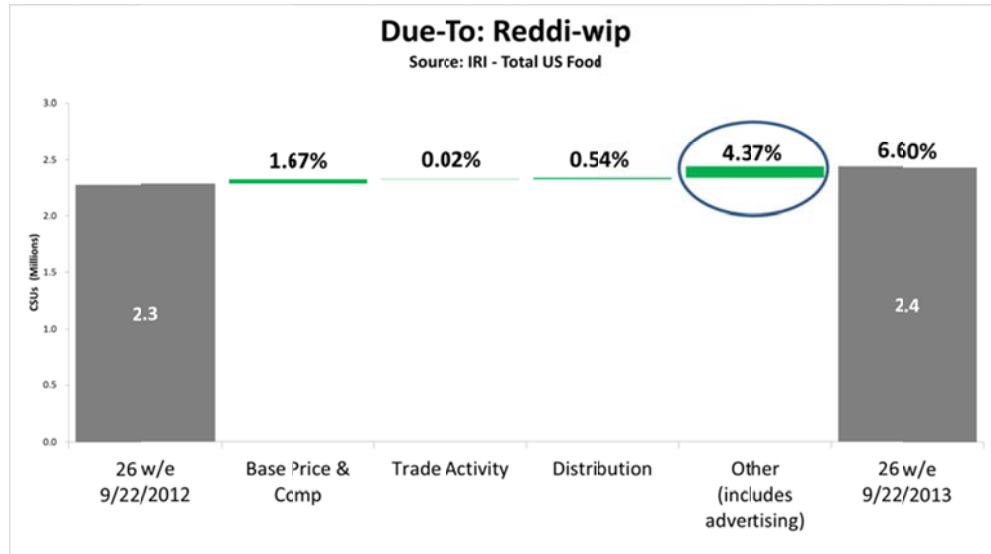
Reddi-wip’s business results have been impressive:

The fully integrated fruit effort was incredibly successful and unleashed joy for the business as well as for our consumers.

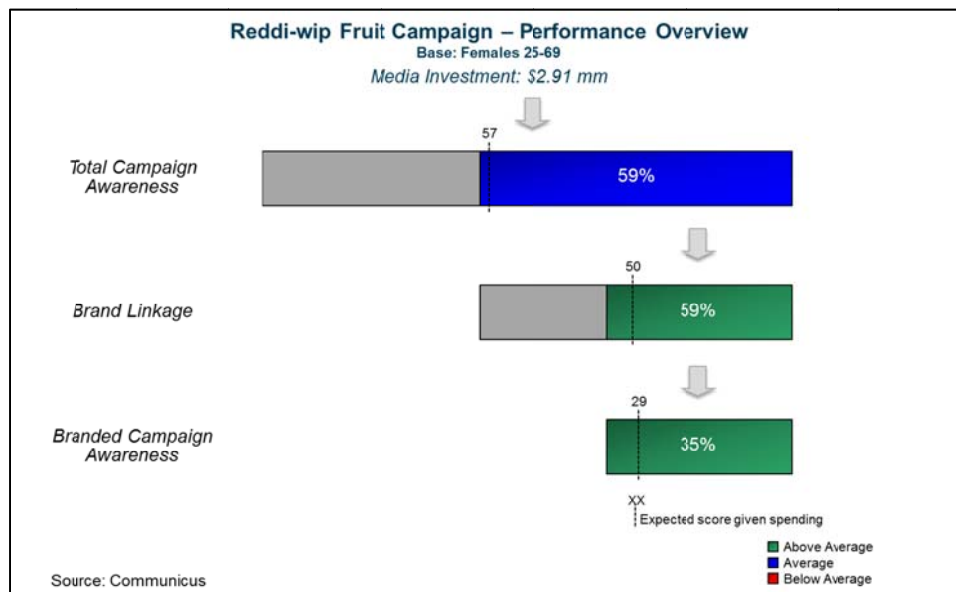
1. Every month, Reddi-wip’s sales were higher in 2013 vs. 2012. Notably, sales were +7.8% in July, +7.9% in August, +18.6% in September, +10% higher in October. We greatly exceeded our Marketing Objective which was to increase sales by 3.1%.

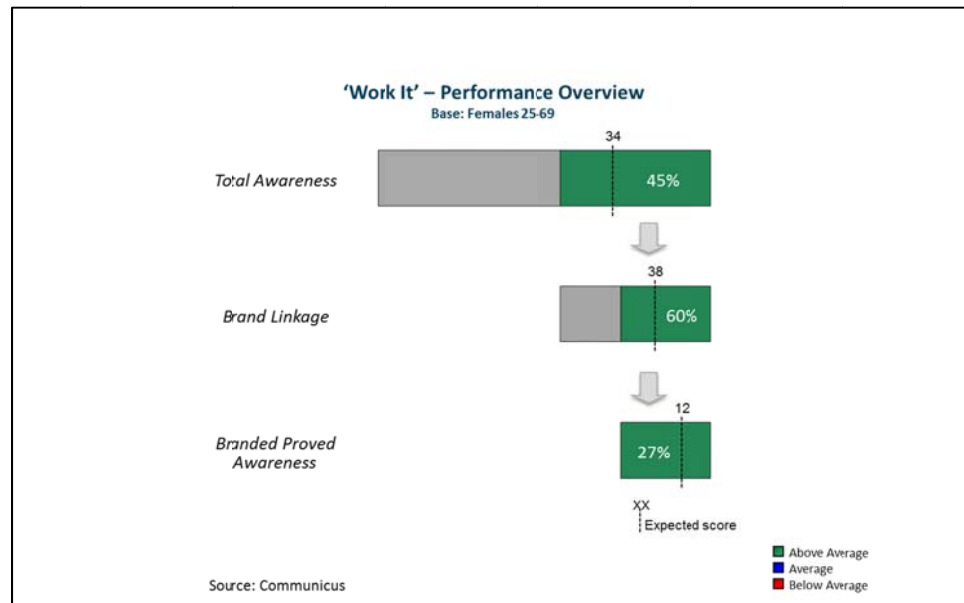


- Our sales growth was driven by factors outside of pricing, trade, and distribution.



- Our business results were achieved via a campaign with strong awareness and above average brand linkage – led by a TV ad with above average awareness and branding.





In summary, the pairing of Reddi-wip with a new host food, fruit, has given consumers a reason to purchase more of the product outside the typical November/December holiday time period.