

GOLD, Food and Beverage

Campaign Title: Made at Home

Year the campaign took place: 2017-2018, 2018-2019



Brand: Pillsbury Refrigerated Dough

Creative Agency: Joan

Media Company/Agency: Mindshare

Research Company:

Additional Affiliated Companies: Communicus, Analytic Partners

Summary of the marketing challenge, methodology, insight discovered, creative execution and business impact.

Pillsbury is an iconic brand, with a nearly 150-year history of helping families make memories through food.

But, in 2017, after a 4.4 point loss in penetration, the brand realized it had lost its way. Insufficient consumer empathy had led to brand



decisions that were fundamentally at odds with the values of their core consumer: Mothers in rural American families.

To reignite love for the brand, Pillsbury needed to cultivate deep consumer empathy and prove that the brand understood what mattered to them. Ethnographies uncovered the insight that ***home is a haven for unity in a divided world, a place where making memories together strengthens shared values.***

The resulting advertising campaign celebrated the shared belief that what matters most is “Made at Home.” The campaign produced remarkable results in Year 1 (Sept `17–Jan `18) and built even more strength in Year 2 (Sept `18–Jan `19). The campaign elicited strong feelings of joy and satisfaction and drove 4-to-6 percentage point increases in brand perceptions around “knowing what matters to families,” “relevant brand to me,” “brand I like,” and “a brand I would recommend.” (Communicus)

The successful Pillsbury communication plan, married with business optimizations to the fundamentals (distribution and trade), brought relevance back to the brand and stabilized the business in Year 1. By Year 2, Pillsbury sales increased 5% year-over-year, with a 1.4% share growth (Nielsen).

Consumer Insight: Home is a haven for unity in a divided world, a place where making memories together strengthens shared values.

MARKETING CHALLENGE

Starting with a few flour mills on the banks of the Mississippi River in 1869, Pillsbury has been helping families make memories through food for nearly 150 years.

But in 2017, the iconic brand realized that it had lost its way. Over the course of two years, its household penetration had fallen 4.4 points, representing 3.65 MM households.

The cause of the decline? Pillsbury had fundamentally forgotten what

mattered to its core consumer: Rural Southern families with classic American values. Insufficient consumer empathy led to brand shifts that reflected the values of its marketing team, rather than staying true to the traditional family values that had made it a beloved member of its consumers' households.

To turn around the business, Pillsbury needed to reignite love for the brand in the hearts of American families. The team set out on a journey to:

- Cultivate deep empathy for the consumer through face-to-face interactions
- Understand the unique value Pillsbury brings to their consumers' lives
- Create a sustainable, multi-year advertising campaign that celebrates the shared values held by Pillsbury and its consumers

Methodology

Consumer empathy was the backbone of Pillsbury's journey to reignite brand love and to inspire the creation of an advertising campaign called "Made at Home." The team completed three key phases of research:

1. **Build a strong foundational understanding** of who their consumer was and what mattered to her:
 - Conducted a quantitative national survey with 1,000 respondents to identify her key issues, concerns, and hopes:
 - "Divided Country" was in the top 3 concerns of rural Moms (37%), and it was the only issue that both political sides agreed was a big concern.
 - Sixty-six percent of these moms thought that values were getting worse, and that the country was more divided than ever before.
 - Feeling this sense of unrest, she increasingly turned to home as a refuge.

- Travelled 700 miles and spent 4 days conducting in-home ethnographies to uncover the significance of home to real families in rural America:
 - Home is more than just 4 walls; it is a haven for unity in a divided world
 - It's the place where you are comfortable being your real self
 - Home is a "memory museum," a place to display keepsakes from meaningful family moments so the family feels surrounded by love
 - It is the place where values are forged, tested and fortified to prepare kids for navigating an uncertain world with an unwavering moral compass
 - The kitchen is the hub of the family, and Pillsbury's unique products can turn making and baking into bonding rituals

2. Evaluate of the resonance of the creative executions:

- Conducted qualitative one-on-one virtual interviews with core consumers to ensure that (1) the intended message was coming through, (2) the messages were relevant, and (3) the tone was authentic for Pillsbury.

3. Measure in-market results to learn what was working and not working, so the team could further build out the campaign platform for Year 2.

- Leveraged Communicus' longitudinal study to understand (1) Overall awareness among target audience, (2) Brand linkage, (3) Emotional response, (4) Performance by media channel, and (5) Ability of campaign to build brand perceptions over time.

Utilized market mix modeling to understand the impact of the campaign on sales volume and impact, as well as return on investment (ROI) per channel.

CREATIVE EXECUTION

Made at Home, a multi-year platform, is an expression of our brand foundation and shapes how Pillsbury speaks to our consumer. It demonstrates Pillsbury and our consumer's shared belief that home is more than home, but a place for values, virtues, memories, moments, traditions, life lessons...and the food they're made around. There have been two campaign expressions of the Made at Home Platform to date.

Year 1 - House Rules Campaign

- The House Rules Campaign was a love letter to our consumers and the lives they lead. We created work that authentically reflects our consumers values and the belief that what matters most is made at home.
 - House Rules Video - Based on the continual presence of "house rules" signs in our consumers' homes, this work acts as our manifesto of our shared beliefs.
 - Can't Be Bought Video - This works acts to celebrate the parts of the holidays that can't be bought: time with family, memories made, traditions kept.
 - Grateful Video - This work demonstrates the gratitude felt during the holidays and celebrates the little things that make it special: prayer around the table, and a meal with those we love.
 - #CantBeBought Social - Contrasting a sometimes overly commercial holiday season, we've captured Santa asking kids about the gifts they already have - the ones that can't be bought.

Year 2 - Bake Memories

- This campaign was designed to reinforce the inextricable link between Pillsbury and Christmas traditions. We created work that explores the connection between memories and senses to inspire consumers to bake old memories into new ones.
- Sight

- Singing Broadcast – This work shows a present-day mom, reliving a memory of Christmas morning of openings presents and eating cinnamon rolls- which she replicates with her daughter in the present day.
 - Funny Faces Broadcast – This work shows a present-day mom, rolling crescent rolls with her daughter, triggering the memory of making rolling crescents with her own mother as a child.
 - Christmas Bucket List Social – We created 32 days of Christmas activates, leading up to Christmas morning, that fostered family time and the creation of memories made at home.
- Sound
 - Christmas Music Audio - We leveraged terrestrial & streaming audio partners to surround Christmas music, paired with DJ live reads recounting their favorite Christmas memories

BUSINESS RESULTS/LESSONS LEARNED

Pillsbury had remarkable campaign results in Year 1 (Sept `17–Jan `18) and built even more strength in Year 2 as it further seeded the platform (Sept `18-Jan `19).

Positive Sales Response

In combination with business optimizations to distribution and trade, the successful Pillsbury communication plan brought relevance back to the brand and stabilized the business in Year 1. By Year 2, Pillsbury sales increased 5% year-over-year, with a 1.4% share growth (Nielsen). The marketing mix model showed that sales volume attributed to consumer spend increased by 1%, with TV and paid social both delivering >\$1.00 ROI.



Significant Shift in Brand Perceptions

A longitudinal study by Communicus proved that the “Made at Home” campaign was resonating strongly with Pillsbury’s core consumer.

The advertising had strong breakthrough and was highly ownable to the Pillsbury brand.

In Year 1, the campaign reached 75% of its mass target (moms age 25-54), and reached 77% in Year 2, exceeding CPG norms for a similar spend. In addition, 9 out of 10 moms who saw the ads recognized it as a Pillsbury ad, breaking another CPG norm.

Additionally, the creative messages were relevant across generational groups. Millennials, Gen X, and Boomer Moms all showed above average scores for branded campaign awareness (ranging from 63%-75%), both in Year 1 and Year 2.

The “Made at Home” campaign overwhelmingly elicited feelings of “joy” and “satisfaction.” Combined, these emotions accounted for more than 60% of the emotional response for nearly every ad in both Year 1 and Year 2.

In both years, Pillsbury saw key brand perceptions increase by 4 to 5 percentage points among those who saw the platform communications. These metrics included “Knows what matters to families,” “Shares my values,” “Brand I like,” and “A brand I would recommend.”

Pillsbury set out to reignite brand love among its core consumers, but its cultural relevance spread even farther than they expected. In May 2018, Morning Consult recognized Pillsbury as one of America’s favorite brands (surpassed only by Google and Hershey’s). In the same year, Engagement Labs’ *Total Social Brand Awards for Brand Sharing* ranked Pillsbury as the #1 most “talkworthy” brand online.