

Kraft

Corporate brand messaging



4

Days

1

Brand relaunch

1000

Consumer respondents

2

Groups to study -
parents and children

Challenge

Kraft's goal was to develop a ground breaking campaign that resonated with parents, and provided a sense of the company's overall brand promise.

The company had never undertaken a 'corporate' brand campaign, and needed concepts that would resonate with parents, and children.

The campaign was very successful, and seen in national advertising, as well as a large social campaign.

Solution

Kraft used Toluna's QuickSurveys platform to conduct research with both parents and small children on messaging and attitude. Because Toluna has a proprietary panel, Kraft was able to tap into its target consumer base immediately and conclude results in as little as four days.

Over 1,000 respondents were asked about their feelings toward family, togetherness and mealtimes.

The outcome of the research helped Kraft devise a messaging and campaign strategy to connect with parents. Kraft uncovered that they had to overcome the critical feelings parents had when serving 'easy' boxed meals like Kraft macaroni and cheese. Children don't feel that such meals reflect 'bad parenting' and instead value time together.

Impact

Kraft launched its first-ever, corporate brand campaign. Using the insights it garnered from the QuickSurveys platform, Kraft launched #familygreatly to hone in on the ideas that togetherness is more important than a 'scratch-cooked' meal.

The campaign put Kraft in the center of family time given 'easy' meals can pave the way for more quality time spent as a result of less preparation