

CASE STUDY: WOLFGANG PUCK® SOUPS RED CARPET RECIPE CONTEST

Building a Community Among Target Consumers Via Social Media Penetration



THE CHALLENGE:

While Chef Wolfgang Puck's line of soups, stocks and broths launched in 1997, limited retail distribution and lack of market penetration resulted in low consumer awareness. A line re-launch with improved packaging, updated recipes and new gluten-free and USDA organic call-outs provided the perfect opportunity for engaging consumers, driving purchase and building brand consciousness through a creative online contest.

The Wolfgang Puck line consists of 17 diverse soups, three stocks and three broths, more than half of which are gluten-free or organic options that are safe and satisfying for everyone.

THE SOLUTION:

Increase consumer awareness of and drive trial for the Wolfgang Puck® Soups, Stocks and Broths product line via a consumer recipe contest hosted on the Wolfgang Puck Facebook page. With 9,238 fans at contest launch, the Facebook page was a natural place to engage the target audience in the influential social media space.

THE PROGRAM:

The Red Carpet Recipe Contest challenged consumers to use one of the Wolfgang Puck soups as an ingredient in a unique recipe, thereby challenging them to think of the soups as culinary-focused ingredients, not just as ready-to-eat meals. The contest also engaged consumers during the height of traditional "Soup Season," the colder months when they were in their kitchens preparing holiday meals, starting mid-November 2010 and ending in early January 2011.

AWARENESS:

Bullfrog & Baum utilized social media channels including Twitter and Facebook to help spread the word about the contest from both Bullfrog & Baum and Wolfgang Puck accounts, doubling the reach of contest messaging. Extensive outreach to online media, including influential food, parenting and contest blogs, allowed for direct links back to the contest entry page, increasing site traffic as well as entries.

Synergies with Wolfgang Puck Worldwide allowed for contest call-outs on the Wolfgang Puck Web site and in the Wolfgang Puck e-newsletter sent to over 200,000 subscribers, garnering exposure to Chef Puck's dedicated fan base of culinary-focused loyal followers who frequent his restaurants – a highly valuable audience. A highly desirable contest prize – a considerable draw for consumers – also resulted from these synergies, including tickets to the GRAMMY Awards, a VIP dinner at Spago and time in the kitchen working as Chef Puck's Sous Chef as he prepared for the GRAMMY Celebration Party.

THE RESULTS:

The Wolfgang Puck Facebook page experienced an 850 percent increase in "Likes" during the contest to 18,113 from 9,238 prior to the contest. Such a large jump in page traffic is difficult to achieve and these new fans will continue to receive updates from Wolfgang Puck soups as well as other Wolfgang Puck restaurants and licensees.

The contest also expanded brand exposure to a new consumer base. While the majority of the existing fan base for the Wolfgang Puck Facebook page falls in the 35-44 age group, the highest number of contest entrants were from the 45-54 age group.

Media placements on the contest included coverage from *Progressive Grocer*, *About.com*, and media in key retailer markets such as *The Denver Post*, "Good Day Denver" and *The Seattle Times*.

