



Hoboken Farms

Building Brand Awareness for a Local Pasta Sauce Company

PROJECT OVERVIEW

Hoboken Farms, a local, family-owned pasta sauce company was making the move from selling at local farmers markets to gaining distribution in Shoprite stores. They approached us to help create an awareness campaign against shoppers in the local Shoprite which would let shoppers know that Hoboken Farms was now available on shelf.

The goal was to introduce its handcrafted sauces to more shoppers, increase brand recognition, and encourage first-time purchases for those shoppers who may not be aware of the brand.

STRATEGY

Working closely with the brand group, we created a multi-touchpoint campaign consisting of several ad program placements that reached shoppers along their shopper journey. The campaign reached shoppers where they were already making food-buying decisions. Eye-catching creative featured large beauty shots of the pasta jars for easier recognition on shelf, simple messaging, and a clear call to action "Look for us in Aisle 8."

The program components included heavy brand imagery for recognition and product placement information:

- **Bench:** 'greeted' shoppers at the door directing them to the the pasta aisle
- **Shopping cart ads:** for continuous messaging as shoppers moved thru the store and product placement information
- **Register poles:** ads were on both sides of the poles with large product shots of the pasta jars
- **Brandbars:** register dividers with a fun 'reminder' message to shoppers to go back to Aisle 8 to get the product.

RESULTS

The campaign helped the brand:

- Increase awareness among shoppers that product was on shelf
- Build recognition with repeated exposure during routine shopping trips
- Elevate brand visibility
- Generate trial purchase



Our supermarket advertising programs connected Hoboken Farms with shoppers at the point of purchase, when meal planning and buying decisions were already top of mind. The campaign helped to generate awareness of the Hoboken Farms line of sauces and that they were available in the store.

