

Sound research and an imaginative

“bare-it-all” CAMPAIGN

helps TREMOR™ and Kashi® take home 2009 gold WOMMY Award.



When the Word of Mouth Marketing Association (WOMMA) presented TREMOR and our client Kashi with a 2009 gold WOMMY Award, it served to validate the results of a challenging new product introduction.

Every year, the WOMMYS celebrate the very best ideas and most effective campaigns in word of mouth marketing. The 2009 gold WOMMY Award that TREMOR and Kashi received was earned in the Introductory Award category, which recognizes “the best word of mouth program to introduce new products or services.”

The Challenge

In introducing their new TLC® Cereal Bars, Kashi knew they were entering a product category that was already crowded with dozens of competitors. Cereal bars are a well-established product, which means many consumers have, over time, settled into familiar routines of purchasing the same brands and styles.

To stand out, Kashi needed to discover the unique, disruptive message that would compel a Vocalpoint panel member to do more than sample the product. To turn her into a committed advocate for the product—someone who would be eager to tell others in her circle about Kashi TLC Cereal Bars—TREMOR needed to learn more about existing consumer schemas that governed their perceptions of the cereal bar category. This approach would help in the development of a message that would stand out in the panel members’ minds and be more likely to be remembered and shared.



The Research

One significant way TREMOR differs from other WOM companies is our commitment to rigorous research that follows stringent guidelines to ensure effective results.

For Kashi, that process began by talking directly to consumers. Their responses revealed several insights about how they view the current crop of cereal bars:

- “All cereal bars are pretty much the same [in taste, nutrition and appearance].”
- “If it’s got a fruity filling, it’s healthy enough.”
- “Cereal bars are heavily processed foods. You never really know what’s in them.”



Using these perceptions, TREMOR developed messages about Kashi® TLC® Cereal Bars that both described an attribute of the product and contradicted people’s perceptions of cereal bars—thus having the potential to be disruptive.

The Message

After quantitative testing with our members, the message that proved to be the most disruptive and talkable focused on the appearance of Kashi TLC Cereal Bars—the fact that they actually show off their real fruit interior on the outside.

This tactic led to a winning message that our panel found both talkable and disruptive:

Kashi TLC Cereal Bars have real fruit you can see and taste, because it's not covered up by artificial flavors or colors.

How did this message address the consumers' schemas about cereal bars?

It called out a unique attribute of the product that directly opposed the perception that one never really knows what's in a cereal bar. And it contrasted the belief that all cereal bars look the same.

Armed with this disruptive message, the next step was to create a campaign that would engage Vocalpoint panel members and motivate them to become advocates for the product.

The Campaign

This unique product feature of showing the fruit filling suggested a fun, "I've-got-nothing-to-hide" personality. This plan led the TREMOR team to a message that members could relate to in a vibrant and sharable way—and resulted in the winning communication theme:

***Meet the bar that's not afraid to bare it all.
So proud of what's inside, they wear it outside.***

Offline

To help bring the key message to life, a unique triangular box was mailed to Vocalpoint panel members with the theme highlighted on the cover.



Inside, a sample Blackberry Kashi TLC Cereal Bar was accompanied by:

- A peel-up "free box" coupon that let panel members "undress" a Kashi TLC Cereal Bar and reveal the real goodness inside
- Five \$2-off coupons to share with friends and help trigger conversations
- The coupons featured a scratch-off surface enabling friends to reveal the real goodness inside Kashi TLC Cereal Bars.

The creative packaging allowed us to grab attention in the mailbox, while still being conservative with materials—a big concern for the environmentally conscious Kashi Company.



Online

Panel members and their friends were driven to a website, where they could engage in several ways as:

- Take the Bare Facts Quiz to learn about the difference between real and artificial ingredients (while slowly revealing a Kashi® TLC® Cereal Bar from its wrapper).
- Print an online coupon for Kashi TLC Cereal Bars.
- Share the quiz and online coupon with friends.
- Share reviews and reactions after trying the bars.
- Vote to suggest a new cereal bar flavor for Kashi.

What TREMOR Consumer Advocates Delivered

The TREMOR message, paired with fun, creative delivery tactics, caused the exact kind of strategic disruption that was aimed for—the kind that leads to curiosity, trial, conversations and ultimately sales.

Members were thrilled with the product. They enjoyed receiving something different in their mailbox and inbox. The website saw great traffic and interaction with all of its features. Together, each of these elements worked to create strong advocates and ignite a wave of conversation about Kashi TLC Cereal Bars that spread from members to their friends and beyond.

Of course, the real proof is in the one area where TREMOR stands alone among WOM options: measurable results. Twenty-three weeks after the campaign launched, an independent data source (IRI) saw the following results using a matched market analysis:

- **23% sales volume increase of Kashi TLC Cereal Bars**
- **400% increase in product trial among representative population women with children**
- **Estimated over 2.2 million conversations about Kashi TLC Cereal Bars**
- **Over 12,000 product reviews of the cereal bar in eight weeks**

After the success of the Kashi campaign, the 2009 gold WOMMY Award served as a strong validation of the effectiveness of consumer advocacy and the TREMOR approach to word of mouth advertising. It took a complete effort on the part of the TREMOR/Kashi team to develop the research, messaging and campaign tactics that earned this well-deserved recognition.