

# Campaign Presentation

**Client: Kraft Mac and Cheese**

Presented by:



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# What was the failed campaign?

kraft\_macandcheese  Now more than ever, #SendNoods to show you care. Visit EnjoyNoods.com to send noods.

No purchase necessary. 18+ 10/6 - 10/11 while supplies last. Link in bio

6d



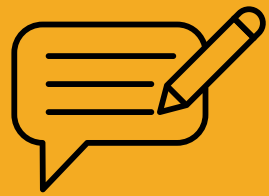
Kraft Mac & Cheese created a sexually suggestive campaign that positions the consumption of the product as a source of comfort and companionship during the pandemic.

In a press release statement, Kraft said that the campaign aimed to:

- Heat up pandemic dating
- Solicit love with unsolicited noods
- Show their affection in the cheesiest way possible

Kraft announced the new supposedly cheesy campaign with a video featuring former SNL actress and comedian Vanessa Bayer advocating that people "send noods, not nudes"

# ***What was the failed campaign?***



Kraft's intention was to distribute as many mac & cheese boxes to all lovers, families and friends needing that synonymous feeling of comfort.



Kraft promoted the campaign by using marketing communication tools of social media and physical billboards nationwide.



The campaign launched in celebration of National Noodle Day, October 6 and ran for one week long which was until October 11 for users to send and share free 'noods' to their loved ones.



Know someone who could use a little comfort?  
Send them a box of Kraft Mac and Cheese, our treat.\*

\*While supplies last

\*Required field

\*Your Full Name

\*Your Email Address

\*Recipient Full Name

\*Recipient Email Address

\*Recipient Street Address

Recipient Apt/Suite #

\*Recipient City

\*Recipient State

\*Recipient ZIP

Send Noods

Kraft created a customised website  
for the campaign called  
[www.enjoynoods.com](http://www.enjoynoods.com) for customers  
to apply and complete the order form  
to either send one box of Kraft Mac &  
Cheese or a coupon to redeem one  
box at the grocery store to one  
person they love.



Alternatively, customers could also respond to their Twitter account (@kraftmacncheese) and use the hashtags #SendNoods and #Giveaway to stand a chance to send a free box of Kraft Mac & Cheese.

However, winners were limited to the first 7,000 people who responded to the tweet.



**Kraft Macaroni & Cheese** ✓ @kraftmac... ▾

There's no better way to show you care than sending noods. Who will you send noods to? Use [#SendNoods](#) 🍝 and [#Giveaway](#) for the chance to send noods to someone you love!

No purchase necessary. 18+ 10/6 - 10/11 while supplies last. Rules @<http://fooji.info/enjoynoods>



No purchase necessary. 18+ 10/6 - 10/11 while supplies last. Rules @<http://fooji.info/enjoynoods>

[Tweet #Family](#)

[Tweet #Friends](#)

- People who received free "noods" were encouraged to post pictures of their boxes and tag Kraft Mac & Cheese on social media and use the #SendNoods hashtag.
- The same Send Noods campaign was also launched in Canada under KD (Kraft Dinner) macaroni and cheese but only ran for 2 days (October 6-8) and was only available for redemption on the enjoynoods.com website since they only supplied 1,000 boxes of free "noods".







***WHY DID IT  
FAIL?***

# SWOT Analysis of the #SendNoods campaign

## STRENGTHS

- Campaign increased sales by 7.4%
- Resulted in over 20,000 consumers receiving free boxes
- Strong brand name and is recognised as the prototypical product for mac and cheese
- Product itself brings high level of customer satisfaction
- Leader in content marketing and brand presence
- Large and loyal customer base
- Strong distribution network

## WEAKNESSES

- Does NOT introduce new product
- Brings **NEGATIVE BRAND ATTRIBUTE** and **RUINS** the “family” brand image
- **LOSE TRUST AND RESPECT** of loyal consumers offended by the campaign
- Very limited number of boxes available to distribute considering national population
- Shows **WEAK DECISION MAKING PROCESS** in terms of marketing planning due to ethical and moral dilemma



# SWOT Analysis of the #SendNoods campaign

## OPPORTUNITIES

- Catered to the Gen Z and Millennial target market / adult audience in general
- Collaborated with renowned celebrity Vanessa Bayer
- Jumped into edgy humour social media trends and hashtags to capitalise on
- Took advantage of launching campaign on National Noodle Day

## THREATS

- Extremely **NEGATIVE AND AUDIENCE SENTIMENT**
- Online hate groups and comment threads formed across social media due to backlash
- **BAD PRESS AND MEDIA COVERAGE** for the company
- Portrayal of **OVER-SEXUALISING** food as a new norm

# Consumer Reactions: The Good

Who doesn't like Mac & cheese classic. Thanks!!?  
[@kraftmacncheese](#) for the box of Mac & cheese 😊  
[#sendnoods](#) [@gofooji](#)

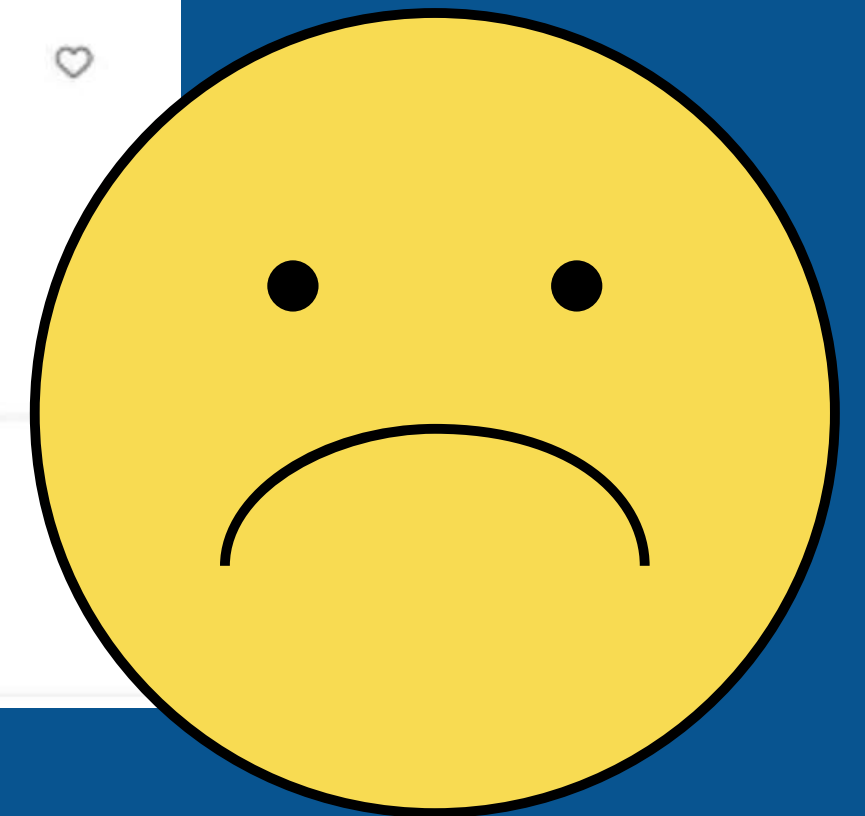


MacKenzie  
[@kenzie1211](#)

Thank you for the noods!! [@laurennnipper](#)  
[@kraftmacncheese](#) [#sendnoods](#) 🍝



# Consumer Reactions: The Bad






# Consumer Reactions: The REALLY Bad

change.org Start a petition My petitions Browse Membership

Petition details Comments Updates

## Kraft Mac & Cheese: Your “send noods” campaign was harmful. Do better for our kids.

< KRAFT\_MACANDCHEESE Posts Follow

 kraft\_macandcheese

0:54

Elise Egbert started this petition to Kraft Foods Kraft Foods and 1 other

484 have signed. Let's get to 500!

First name

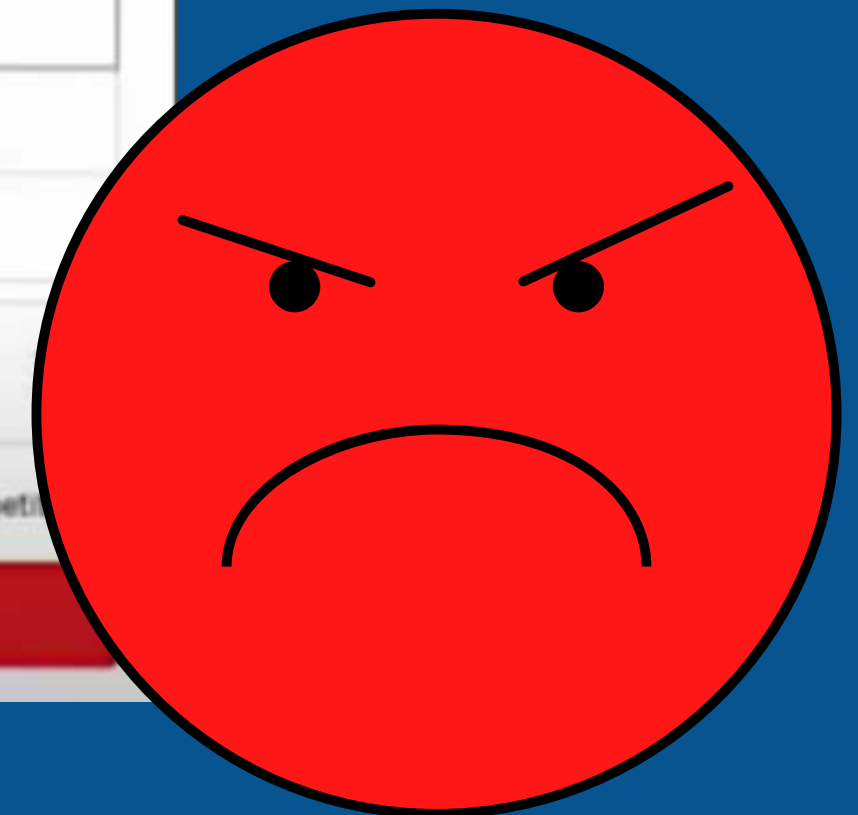
Last name

Email

Kissimmee, 34747 United States

☒ Display my name and comment on this petition

Sign this petition



# Consumer Reactions: The Ugly



## Kraft Mac & Cheese Erases 'Send Noods' Campaign From Its Social Media Following Criticism

Some social media users said the ads were inappropriate





# ***Planning the new campaign***





# Demographic segmentation

Target market based on age: Between the ages of 18-35

Target market based on life stage: College-going & working adults due to its convenient and cost effective features

- This group was selected as it was clear from the failed campaign that a target age group centred on young adults would relate to such viral trends better



# Geographic Segmentation

Where will we launch our campaign?

United States & Canada, North American region

Why not just focus on The States?

Canadians make up a large population of Kraft Mac and Cheese consumers with 1.7 million to 7 million boxes sold each week! (Mashed 2020)

In fact, Kraft Mac and Cheese is considered one of Canada's unofficial national dishes! (Food Republic 2013)

Which cities will we plan to launch our campaign in?

We intend to roll out the campaign across all major cities across America and Canada







# Socioeconomic Segmentation

## **Income Groups**

As Kraft Mac and Cheese is made to be affordable and convenient, income groups targeted would be those of lower to middle income class and spending power would not be a segment we would consider.

## **Consumers' Educational levels**

As for this campaign, the majority of the target market would include university students with the exception of working adults and families.

## **Occupations**

Families, students and working adults that favour convenience.



# Buying Situation

## Awareness and Intentions

### Kraft's Awareness :

- Aware that target audiences are more tech savvy.
- Therefore, interactive, modern and fun campaigns will gain more attention than traditional campaigns.

### Kraft's Intentions :

- The intention is to bring more awareness to the brand, boost customer base, involvement and purchases.

### Customer Awareness :

- Customers will be aware that Kraft is trying to appeal to younger audiences.
- When customers are interested and informed about Kraft's campaign, then customers will intend to buy and become frequent purchasers.

### Customer Intentions :

- Their main intention is to be aware and take part in Kraft's fun challenges and feel included.

## Outlet Type

Kraft will distribute it's limited edition Kraft Mac and Cheese boxes at leading supermarkets and convenience stores like:

**-Walmart**

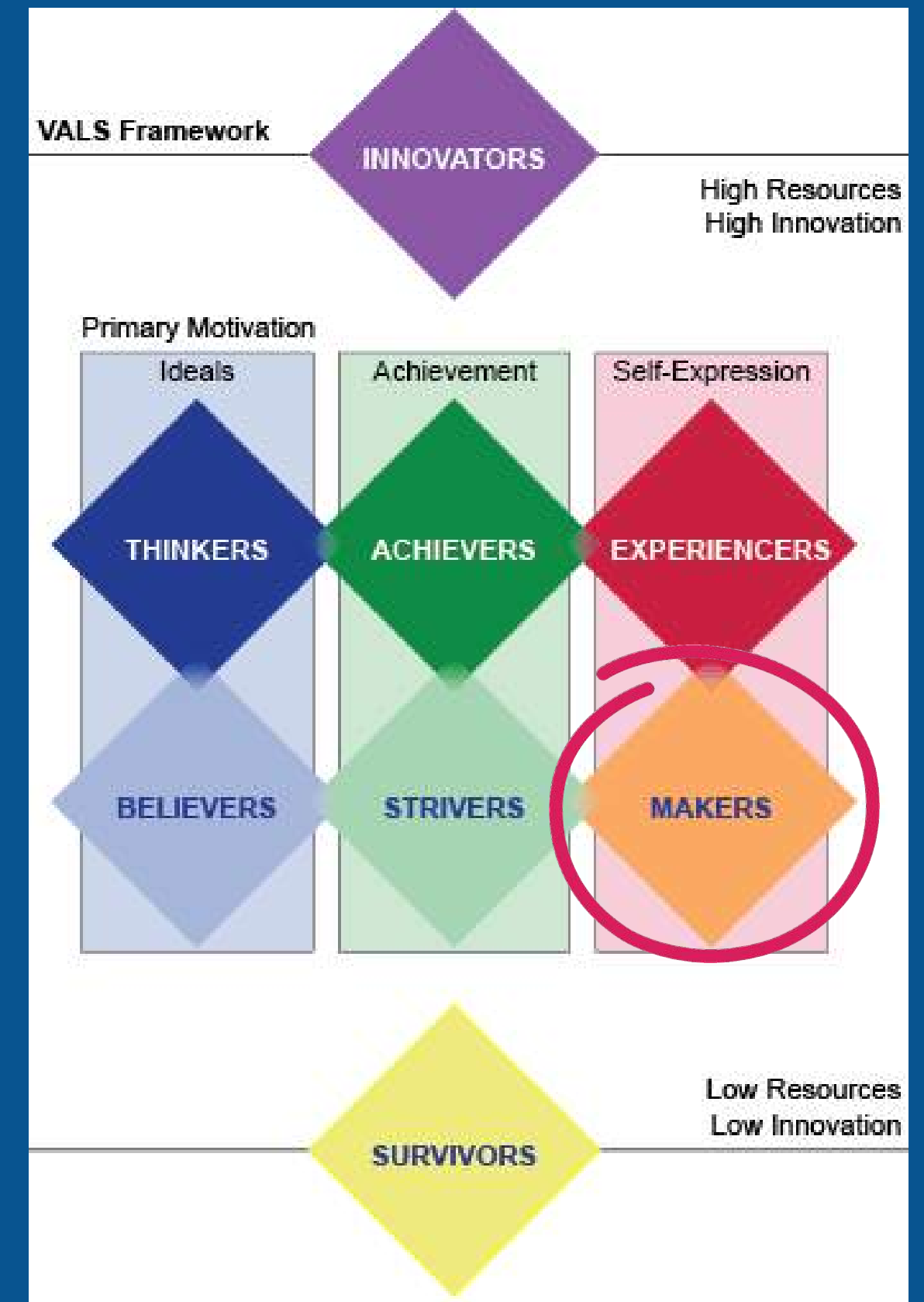
**-Target**

**-7-Eleven**

# VALS framework

## Makers: Motivated by self-expression + dearth of resources

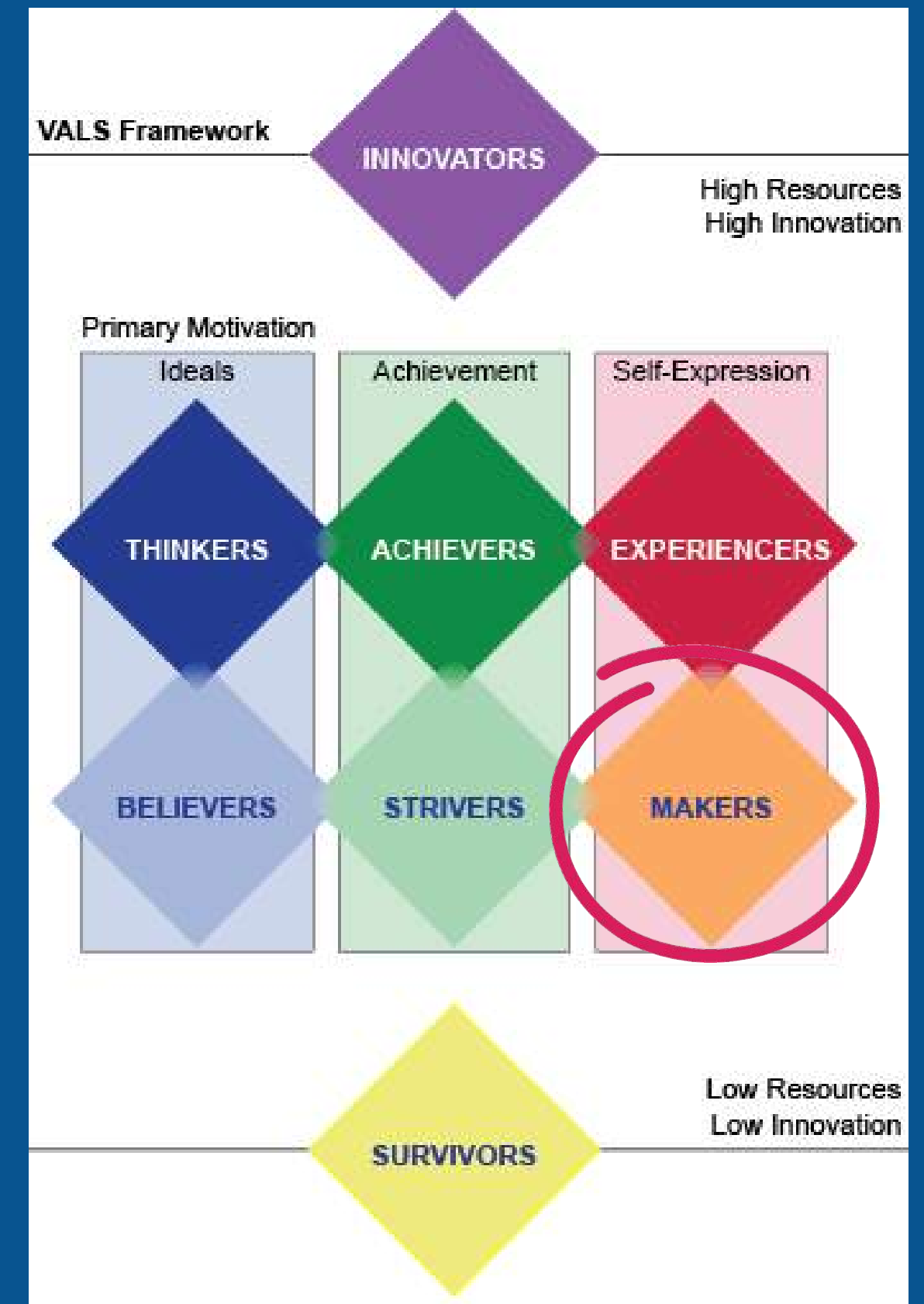
"Makers value practicality and self-sufficiency. They choose hands on constructive activities and spend leisure time with family and close friends because they prefer value to luxury, they buy basic products" (SRI Consulting, n.d.)



# VALS framework

## Makers: Motivated by self-expression + dearth of resources

- Kraft Mac & Cheese is a product that promises comfort food within minimal preparation time
- Our target audience values practicality and self-sufficiency so that they can spend time elsewhere with family and friends
- Our target audience also prefers value over luxury
- We propose that our target audience is driven by self-expression as they value actions for their consequence and delight derived from engaging in those actions
- Buying a box of Kraft Mac & Cheese equates to more time spent with loved ones and family





# Product Life Cycle

**Introduction**

**Growth**

**Maturity**

**Decline**



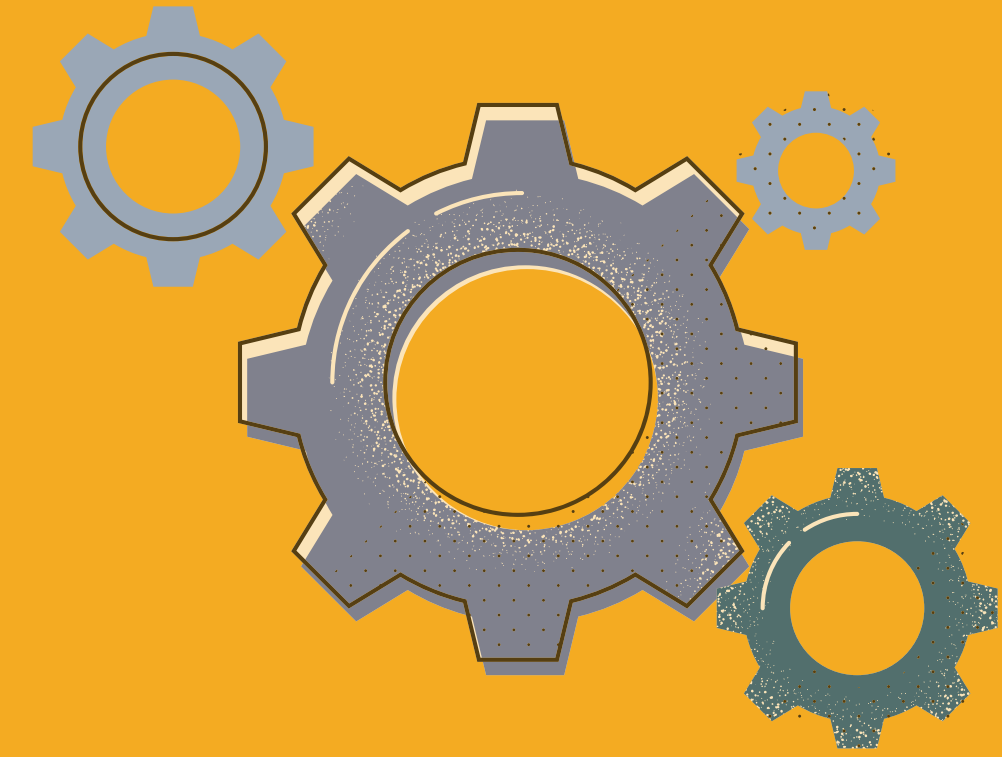


- Kraft Mac and Cheese was first introduced to consumers in 1909 by inventor James Lewis Kraft
- Kraft was an instant success!
- In fact, Kraft received a patent for his revolutionary processed cheese in 1916

- Kraft became a pantry essential during WW2
- 50 million boxes were sold in 1943
- In 1973, Kraft went on to promote their Mac and Cheese as a 19-cents value meal capable of feeding a family of 4!

- There was a spike in sales during COVID-19 as more people sourced for easy meal options
- In April 2020, sales were up 27% (Smithsonian Magazine, 2020)
- Kraft Mac and Cheese has reached a stage of maturity with over 75 years in the market
- It has become the poster child for instant food
- Consumers still gravitate towards Kraft Mac and Cheese due to its nostalgia appeal or its ability to feed people on a minimal budget

# ***Our Communication Objectives***



**1**

To reposition the campaign towards evoking emotions and linking them to Kraft Mac and Cheese.

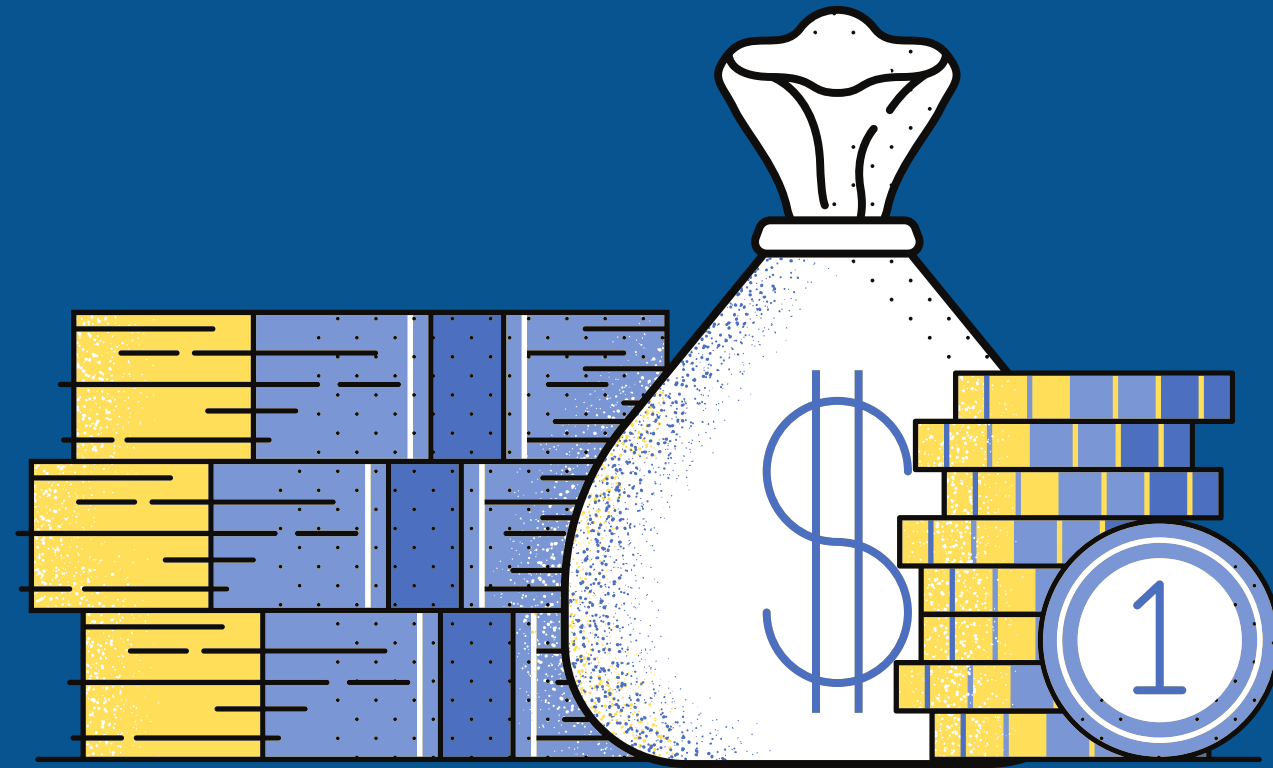
**2**

To target a young adult audience between the ages of 18-35.

**3**

To establish a new product image that stimulates demand from a younger demographic.





# Our Marketing Objectives

1

Increase the size of our 18-35 year old target segmentation.

2

Increase social media impressions among new target segments by 30% by the end of the last quarter.

3

Establish partnership with two new social media influencers.

4

Increase online retail sales by 25% by the end of the last quarter.

# Why would the target audience be drawn to this campaign?



## Guerilla Marketing

- Induces curiosity and fascination with the product
- a. The campaign would run on multiple social media platforms
  - b. Consumers are always in a passive shopping mode, constantly considering possible purchases.
  - c. Interactive vending machines



## Emotional Appeal

The campaign also appeals to the emotional side of consumers (Kraft a memory) making use of nostalgia appeal: evoking feelings of familiarity, comfort and security.



## Prizes

- 1. Interacting with their favourite celebrity
- 2. Getting a shoutout on social media by a major company
- 3. The feeling of belonging, being part of the current trend

# What's our Big Idea?

**#KraftMemories: A campaign that revolves around people creating NEW experiences with Kraft**

## **Theme**

**Convenient comfort food that brings us together.**

## **Tagline**

**"The taste that takes you to places, the taste that brings you home."**

### **Creating Brand Image**

Reforming a new image that Kraft Mac and Cheese brings people together that appeals to the young adult audience

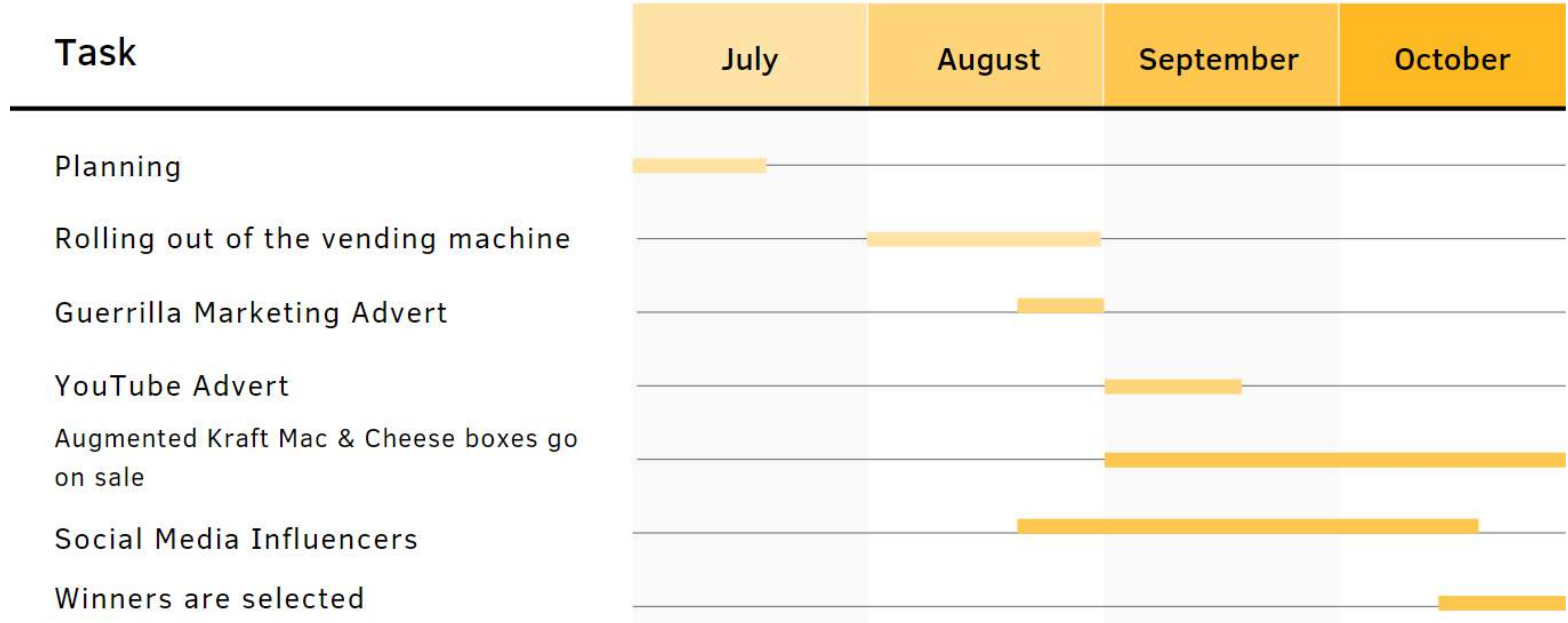


### **Finding inherent drama**

Highlighting deeper sentimental value behind the purchase of Kraft Mac and Cheese



# Campaign Timeline



# What message appeal suits our campaign?

- Emotional Appeal

According to Belch and Belch (2018) these appeals operate by drawing in a customer's social or psychological needs for buying a certain product/service.

- Why use emotional appeal?

It is a time-tested method often employed online by marketers through videos that allow a message to go viral.

We will also be using **transformational advertising**.

- Why use transformational advertising?

We want our advertising to engender feelings, meanings, images and convictions about a product/service that becomes activated when a customer simply uses a product (Belch and Belch 2018)

We want to wholly transform what it means to consume a box of Kraft Mac and Cheese.





# Use of Paid Media



Paid media refers to communication channels that are financed by the brand so that they can be levered to the brand's benefit



They include digital advertising such as video ads (YouTube), Social Media Influencers



Paid media advertising on YouTube and social media influencers will be used to promote the #KraftMemories challenge - generates interest amongst the target audience to take part in the challenges and share it on various social media pages (Instagram & TikTok)



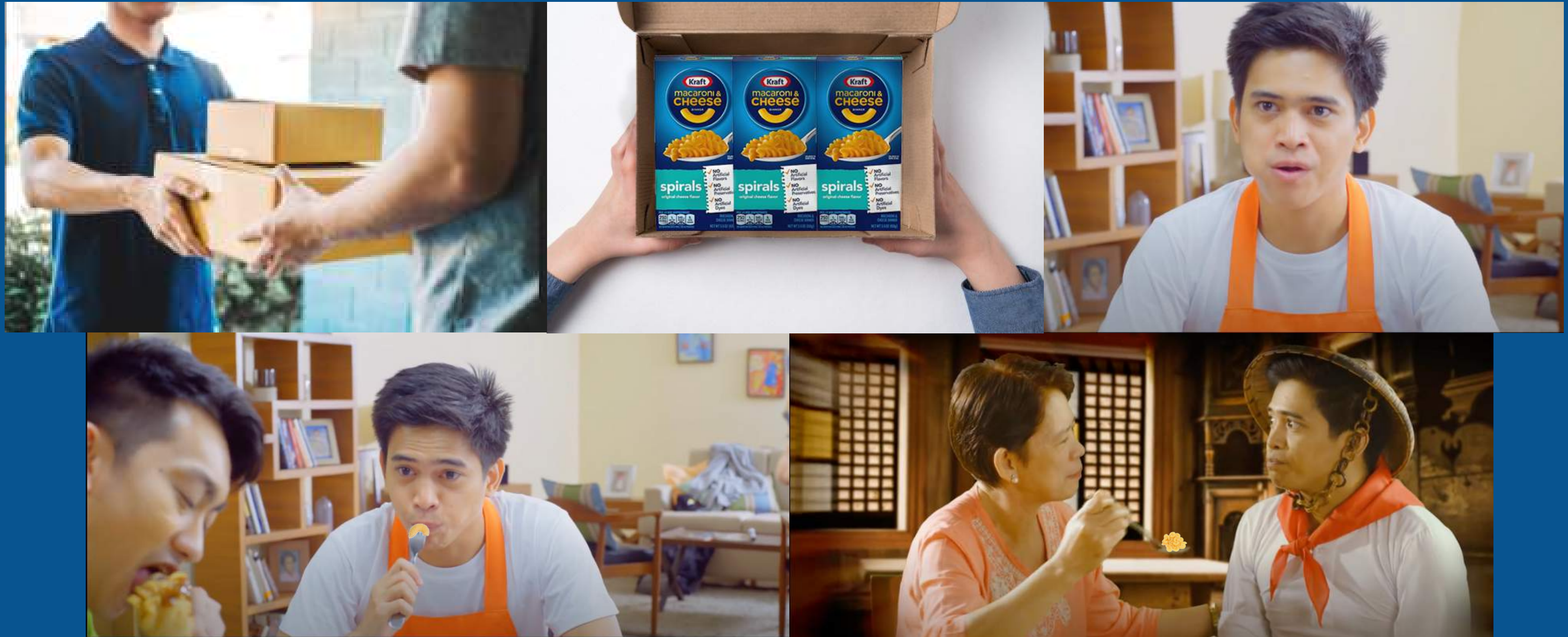
Paid media efforts can engender heightened levels of earned media - This is when customers find content or details about a brand riveting to a point that they become an **evangelist** for the brand by writing about it or sharing it with fellow consumers

## Sales promotion

Participants have submitted their stories onto the website portal, they will immediately be **rewarded with a 20% off their next online purchase of Kraft Mac and Cheese** - This is a means of **stimulating online sales and drawing traffic back to our company's owned media channel.**



# YouTube Ad Storyboard





# YouTube Ad Storyboard



# Guerrilla Marketing

- The use of interactive vending machines are part of guerilla marketing tactics
- According to Belch & Belch (2018), guerrilla marketing encompasses non traditional ways of reaching consumers
- It is best suited to college aged students
- Guerilla marketing is made possible due to advancements in technology

## **How will the campaign apply guerilla marketing?**

- By employing interactive vending machines we are using guerilla marketing as a way to surprise & reach out to our target audience
- We will be creating reactionary videos around their responses to the interactive vending machines & will document their process of fulfilling these challenges
- These advertisements will be blasted through Instagram and Facebook and will be uploaded on the same day to promote synergy/integration



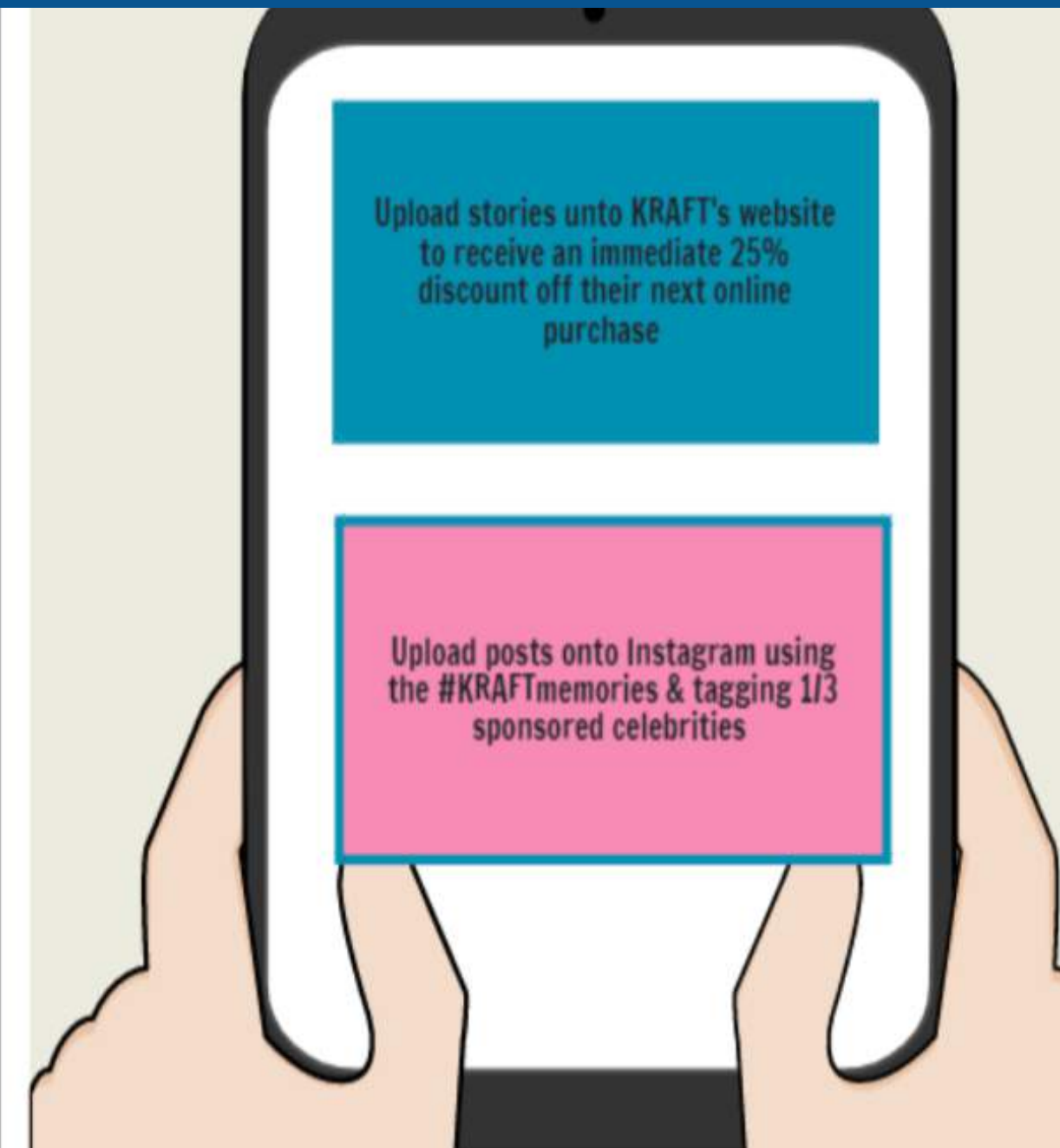


# Guerrilla Marketing Ad Storyboard





# Guerrilla Marketing Ad Storyboard







Sample Kraft Mac and Cheese box with specialised #KraftMemories packaging

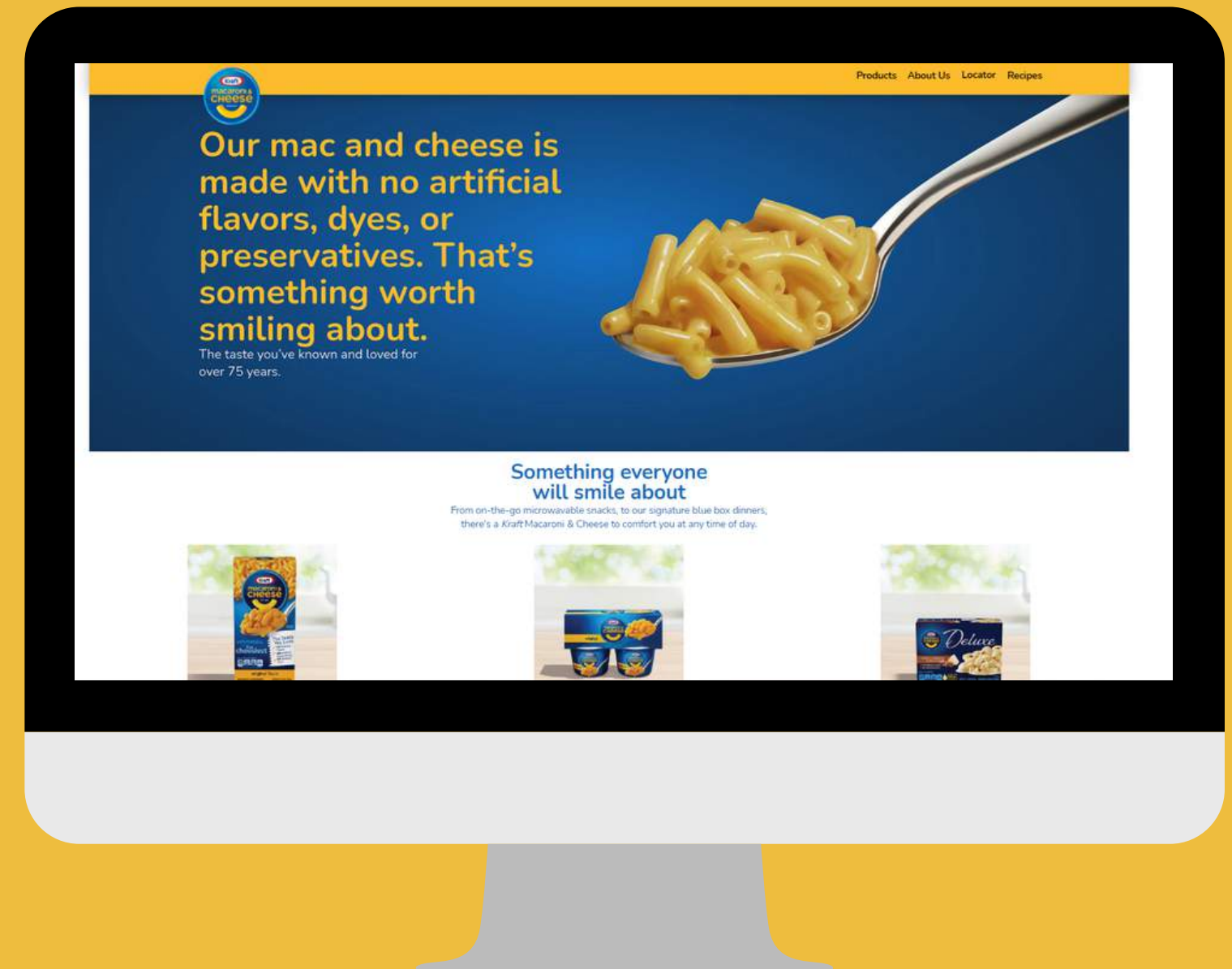


# Owned Media - Kraft Mac and Cheese Website

- The utilization of Kraft's website as part of the IMC plan is considered the use of an owned media channel
- According to Belch & Belch (2018), owned media channels of marketing communication that a company controls

## How will the campaign use owned media?

- Paid media channels like YouTube advertising help generate traffic to the website to submit their #KraftMemories stories
- QR codes will lead participants to a challenge randomizer on Kraft Mac and Cheese website
- A separate website portal will be curated so that submissions can be sent in and for customers to receive an immediate discount (sales promotions)







# Our Challenge to you!

“Have a Kraft picnic with your friends/family ”

Post your achievements with the HASHTAG #KraftMemories and tag us on

  @kraft\_macandcheese



QR code available on all  
augmented Kraft Mac and  
Cheese boxes



Randomised challenges generated on Kraft's website





# Our Endorsers

## Celebrity Endorsements (Testimonial)

- People who submit their stories on Instagram & TikTok might be able to feature as a testimonial on behalf of Kraft Mac and Cheese
- Endorsers will praise the product based on their personal experience
- It is imperative that both celebrities use their platforms to showcase how their fans can participate in the challenges



**Emma Chamberlain: 13.9 M  
followers on Instagram**

## Source Attractiveness

Familiarity (knowledge of a source through exposure)

This can be applied to our endorsers as there is an inbuilt sense of familiarity between followers and these endorsers

Attractiveness

can lead to the process of identification where receivers are encouraged/motivated to seek some type of relationship with the source then adopt similar beliefs, attitudes, preferences or behaviour

Likeability

Refers to affection for the source due to their physical appearance, behaviour or characteristics (this is applicable to both endorsers)



**Bella Poarch: 81.6 M  
followers on TikTok**



# Why is our campaign a better fit?



## #SendNoods vs #KraftMemories



The new campaign carries the same message as the current campaign: expanding the target market	Our campaign removes the sexualising factor that caused the failure of the initial campaign	Our campaign's focus shifted to the nostalgia factor which made it more appealing and relatable to consumers	Apart from simply having people just respond to Twitter or tag Kraft on a Tweet, our campaign draws the attention of our target audience by actively encouraging them to join their own or randomised challenges they would like to participate in to create lasting memories with Kraft Mac and Cheese	Our campaign integrates and leverages on paid media and owned media to generate earned media	Applies two important promotional mix elements: Advertising and sales promotion	Overall integrates different marketing tools to make it a cohesive campaign
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# Summary and Budget: How will we be using each online platform?



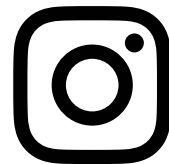
## Website

Official internet platform to share #KraftMemories stories of our consumers



## TikTok

Top rated #KraftMemories stories chosen to be posted on celebrity endorser's page



## Instagram

Reposts of consumers' #KraftMemories challenges IG posts stories and promotion of ads through official Kraft Mac and Cheese pages



## Facebook

Promotion of guerilla marketing video ads through official Kraft Mac and Cheese page



## YouTube

Streaming of video ad that uses emotional appeal and transformational advertising

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**\$ Total Budget: \$2 Million USD**

# Budget Rundown

Marketing Initiatives	Cost
Packaging production cost	\$100K
Interactive vending machine operation	\$700K
Sponsored video ads on YouTube, Instagram and Facebook	\$900K
Celebrity Endorsement	\$200K
New website launch	\$50K



***In conclusion, The Creatives Inc. has prepared an IMC campaign for the Kraft Mac and Cheese campaign which overviews the following:***

<b>1</b> <b>Considered Kraft's opportunities</b>	<b>2</b> <b>Provided detailed VALS and POEM framework for the new campaign</b>	<b>3</b> <b>Established suitable message appeal</b>
<b>4</b> <b>Integrated marketing tools and promotional mix</b>	<b>5</b> <b>Identified new communication and marketing objectives</b>	<b>6</b> <b>Prepared timeline and budget rundown of expected costs</b>



***Thank You!***

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