



**BOYS & GIRLS CLUBS
OF AMERICA**

Bagel Bites Campaign to “Snack Simply”

Project Overview: As a way to drive awareness for the introduction of “Bagel Bites Made with Whole Grain” and encourage healthy eating, the PR team launched a consumer campaign encouraging parents and their kids to “Snack Simply” this summer and partnered with The Boys and Girls Club of America to drive consumer interest and raise money for a relevant charitable organization. The campaign encouraged people to pledge to “snack simply” this summer by seeking out simple, recognizable ingredients and better-for-you options. For each pledge made, Bagel Bites would donate \$1 to Boys & Girls Club of America, up to \$50,000. This was a direct link to the brand’s key message of delivering simple, wholesome ingredients.

Objectives:

- Create a newsworthy consumer engagement strategy around a relevant top that resonates with parents and kids while delivering news of new product introduction.
- Drive awareness around the new product introduction – Bagel Bites Made with Whole Grain and use as “new news” of campaign, supported by messaging around the importance of simple, recognizable ingredients and wholesome eating brand messages.
- Encourage parents and kids to make good-for-you choices that don’t sacrifice on taste

Tactics:

- Enlist expert nutritionist/cookbook authors as face and voice of the campaign for both general and Hispanic media markets.
- Partner with relevant charitable organization, Boys & Girls Club of America to drive interest
- Create a robust media relations and influencer engagement campaign to promote product and brand key messages
- Leverage mix of controlled media, broadcast media and social media (including Mom and Dad Central Twitter party) to drive people to take the pledge @ SnackSimplyPledge.com

Results:

- 2,660 placement (Goal 2,500) | Impressions: 78.5 M (Goal: 70M)
- Pledges: 72,876 (Goal: 50K)
- Average message pull-thru of 95%
- Social media was a key impressions driver both through a social media collaborative and organic outreach, generating a total of 38.7 M impressions!
- Key Placements: *Consumer Queen, Twitter, The Daily Buzz, The Morning Blend, The Chicago Herald, KLove, Sacramento & Company*
- Because of the strong campaign result and interest in the campaign, the brand team increased their pledge amount and donated a total of \$65,000 to The Boys & Girls Club of America.