



What's For Dinner Cross Category Case Study

Background

Unilever was created in Europe in 1930, acquiring Best Foods in 2000, which included Knorr - a brand of dehydrated soup mixes and condiments. Unilever is one of the largest Consumer Packaged Goods companies, operating in 100 countries.

Grocery

At 4 p.m. every day, 75% of consumers do not know what they'll be having for dinner. This dilemma creates anxiety on a daily basis for the majority of shoppers. Most meal ideas came from the fresh section of the store - people aren't looking for ingredients but, looking for answers.

Client Objective

- Target Moms, 35+ with kids at home who like fresh ingredients but also use some pre-packaged convenience foods
- Help those who want easy inspiration for more flavourful dishes that their family will love
- Design and manufacture a permanent meal solution units across multiple categories in store
- Fit within retailer specs for all major grocery banners
- Showcase strong brand presence, inspire with appetizing food imagery and improved shopability
- Increase basket size for retailers by driving growth in savoury products, meat and produce
- Grow Unilever's incremental sales by using more Knorr product in every day meal solutions

Solution

The "What's For Dinner" campaign was Knorr's largest shopper marketing program to date. The **Central** Group supported this initiative through temporary, permanent and semi-permanent displays that were rolled out across every major retailer in Canada. The program includes graphics that highlighted meal options and food compliments that can be changed out based on holidays and seasonal availability of fresh product offerings.

This solution provides the following:

- Versatility - the semi-permanent displays grouped all Knorr product ingredients together
- Durability - allowing the units to remain in busy environments for extended periods of time
- Portability - allowed for the displays to be strategically placed and relocated easily throughout the store to address changing shopping patterns.

Performance

- Over 5000 displays placed in 1600 retail stores and continuing
- Significant growth of the savoury market
- Retailers saw double digit growth across Meat, Seafood and Vegetable categories
- Gold winner at the 2013 POPAI OMA awards at Global Shop
- Due to the success of the program, it is being executed in other global markets



Contact information
www.centralgrp.com
1-800-771-3942
askus@centralgrp.com