



experiential  
ideations

brand activations

▶ case study

## About Client



The Sara Lee Deli brand offers high quality and convenience through a portfolio of sliced-to-order and pre-sliced deli meats and cheeses that simply taste great. One of several brands in the Tyson Foods family, Sara Lee offers premium deli meats available at major retailers.

[www.saraleedeli.com](http://www.saraleedeli.com)

## Goals of Campaign

- Encourage product trial
- Generate immediate coupon redemption/sales activation
- Raise awareness for brand's deli meats product line

## Highlights

- 8-week sampling tour visited point-of-sale retailers and community events
- Mobile billboard supported branding efforts
- Instagram sweepstakes encouraged online chatter and sharing

## Results

- 24,103 samples distributed
- 25,466 premiums distributed
- 25,250 direct consumer interactions
- 1,438,800 estimated impressions
- 3% recipe book coupon redemption
- 1,267 sweepstakes entries
- 4.38% incremental volume lift over previous year

## Immediate Coupon Redemptions

### #TasteOfSummerTour

While a mobile billboard targeted key events and high traffic areas downtown, a sampling team visited local grocery store retailers where the product is sold, in addition to a few local festivals. With music playing and leis and beach balls as giveaways, the team created a fun summertime party experience for everyone who passed by. Consumers enjoyed a free slider, made with Sara Lee premium deli ham inside a King's Hawaiian roll. Fixings included BBQ sauce, mustard, pickles and onions.

Shoppers also received a recipe booklet with a coupon to redeem inside the grocery store, which generated immediate shopper activation.

Plus, our charismatic brand ambassadors encouraged posting pictures to Instagram for the Sara Lee Deli sweepstakes using the hashtag #TasteOfSummerTour!

“ I just used the coupon to buy a pound of the honey ham!”

// Grocery Store Shopper

“ This makes me want to go buy some of this Ham Off The Bone right now!”

// Grocery Store Shopper



## About dio

[diouasa.com](http://diouasa.com) // 888.852.9143

dio is an experiential marketing firm specializing in unique consumer engagements that build brand awareness, drive sales and create brand loyalty.



For more campaign information, please visit <http://diouasa.com/work/sara-lee-deli/>.