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ideations

brand activations

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About Client

Green Giant®

B&G Foods is committed to investing in established food brands and making them more relevant for consumers. For more than 100 years, Green Giant® vegetables have been grown and *picked at the peak of perfection*® - making this brand an important part of B&G's mix. They deliver great-tasting, high-quality foods that people feel good about serving to their families.

www.greengiant.com

Goals of Campaign

- Increase product trial for Green Giant® Veggie Tots
- Increase sales of product at grocery retailers near Happy Valley

Highlights

- 8 PSU Nittany Lion sporting events
- Sampling activation
- Email collection
- Coupon and recipe distribution

Results

- 122,000+ estimated impressions
- 27,000+ Veggie Tots sampled

#PSUTotSpot

Green Giant's Tasty Corporate Sponsorship of PSU Nittany Lion Football Gives Fans Tots to Roar about During Pre-Game Fests

The very green pop-up sampling shop couldn't be missed during Fan Fest at Beaver Stadium. The brand ambassador team cooked and **served over 27,000 Veggie Tots** across 8 total football games. Each game, a new variety was introduced: broccoli, cauliflower, corn or sweet potato! With a café-like footprint, this activation encouraged fans to take a seat and congregate while enjoying their Veggie Tots.

In addition to receiving a warm treat, attendees had an opportunity to score cool swag (such as a green beanie hat or Green Giant doll) by sharing a valid email address. An inflatable Green Giant also stood tall, ready for photos and social sharing. Fans were encouraged to use hashtag #PSUTotSpot.



"I can't believe my kids are begging for more vegetables!"
// PSU Football Fan

"These make a great snack for studying."
// PSU Football Fan

"We've actually been buying these since we saw you here at the beginning of the year!"
// PSU Football Fan

"As a vegetarian, I'm always looking for new options and foods."
// PSU Football Fan



About dio

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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://diousa.com/work/greengiant/>.