



experiential  
ideations

brand activations

▶ case study

## About Client

Robert R. Taira, a Hawaiian-born son of Japanese immigrants, opened his first bakeshop in Hilo, Hawaii, in the 1950s. The Original Recipe King's Hawaiian Sweet Bread loaves were born. The key ingredient? Aloha Spirit! The bakery has expanded to include a variety of rolls, buns and breads - and even sauces, but they remain committed to quality, integrity and the island traditions.

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



## Goals of Campaign

- Raise product awareness
- Increase new product trials
- Generate immediate product purchases

## Highlights

- Strategically planned a mobile tour to hit beaches, festivals, community events, retail locations and other high traffic areas in the Northeast
- Distributed samples and coupons, as well as fun swag items, to raise awareness and promote trial and purchase

## Results

- 143,000+ bread samples distributed
- 45,000 BBQ sauce samples distributed
- 138,600 coupons distributed
- 38,000+ swag items distributed
- 34,000 estimated total impressions

# ALOHA! Sampling Mobile Tour

## Summertime BBQ

The Aloha tour kicked off with a 6-week leg during the summer grilling season. It visited popular beaches, fairs and festivals. During this leg, the brand ambassador team heavily promoted slider rolls and BBQ sauce, encouraging consumers to think beyond the traditional island roll.



## Holiday Season

The second leg of the tour was a 6-week tour kicking off in the fall and extending through the holiday season. It visited season hot spots, community events and grocery retailer locations. This reminded shoppers to grab some rolls for their holiday dinner celebrations.

## Social Media

Along with product distribution, the brand ambassadors had on hand a selfie frame. Consumers could take fun photos of themselves at the activation and share across social media with #KingsHawaiian.



“I've never tried these before, but man, I'm loving them. Thank you so much and I'll be sure to use this coupon.”

// **Celia, Participant**

“I just bought two bottle of sauce inside. Thanks for the coupon.”

// **Vince, Participant**

“Wow! I didn't know King's Hawaiian did BBQ sauce. This is amazing!”

// **Jack, Participant**

## About dio

[dioua.com](http://dioua.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://dioua.com/work/kings-hawaiian/>.