



CASE STUDY

I GOT CLUCKED



"Bottom-line? Litos' creativity, follow-through, and attention to our business have exceeded my expectations and enabled Willow Tree to far exceed our sales projections."

Wally Cekala, President of Willow Tree

CLIENT

Willow Tree Poultry Farm, Attleboro, MA

CHALLENGE

Product introduction – consumer and retail distribution. Introduce Willow Tree Chicken Salad to the Boston market in a wholly unforgettable manner

GOAL

Win distribution: Create consumer awareness and build additional distribution channels for Willow Tree Chicken Salad in the Boston market

CONCEPT

"I Got Clucked!" Campaign

DEFINITION

Clucked! (Klukt), W.T., the act of (a Bostonian) being selected to sample delicious, mouth-watering Willow Tree Chicken Salad

EXECUTION

This concept fueled all creative and served as a foundation that launched, connected and drove all advertising efforts for this initiative. The campaign had an ongoing, guerilla-style feel, aided and abetted with creative "Attack Components" and "Cluck Factors".

RESULTS

In the Boston region, the Willow Tree "Clucking" campaign generated an increase in sales of just over 5% during the campaign year and an additional 4% the following year. "Spillover" from the campaign increased sales incrementally over the whole of Southeastern Massachusetts, including Willow Tree's retail store in Attleboro.



CASE STUDY

CREATIVE ATTACK COMPONENTS

1. Cluck Truck:

Sampling & event vehicle (serving as a rolling billboard). Present at all sponsored events and "Clucking" efforts.



1.

2. Willy T:

The "Big Cluck" himself, campaign mascot and sampling team member.



2.

3. Squawk Box:

Branded sampling box.



3.



CASE STUDY

CREATIVE ATTACK
COMPONENTS

cont.

1. www.igotclucked.com

2. Retail salad card
hand-outs.3. Branded premium items
handed out throughout the
campaign.



STRATEGIC COMMUNICATION

Good Thinking

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ADVERTISING COMPONENTS

Billboards:

I-93 expressway;
northbound and
southbound.





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ADVERTISING COMPONENTS

1. Cab Tops:

50 cabs with
2-sided cab tops.

2. Broadcast:

Air coverage campaign:
10 week flight.



1.



2.



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CLUCK FACTORS

In-store sampling:

Select major supermarket locations in the Boston area.

Sponsored Events:

Higher volume sampling at major sponsored events throughout the summer.

Permitted Locations:

Folks are Clucked in high traffic areas such as Prudential Plaza, Faneuil Hall and Boston Common.





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CLUCK FACTORS

cont.

Samples hand delivered to high-profile personages and locations such as City Hall Plaza, Fire Depts, The State House, etc.

Feeding unsuspecting flocks of shoppers, construction workers, business people, etc.

Leveraging and recruiting additional distribution with independent retailers.



Check out Boston's Mayor Menino with Willy T!

