



CASE STUDY

WILLOW TREE FARM

CLIENT

Willow Tree Poultry Farm, Attleboro, Massachusetts

PROJECT

Gain awareness of and spur sales for Willow Tree Farm's Premium Chicken Pies in a brand new market and one of the most expensive advertising markets on Earth – specifically, the "tri-state" – metro New York, New Jersey and Connecticut.

CHALLENGE

To get noticed and make the register ring without the benefit of traditional media. To secure space within these stores, to even have a chance to prove itself, Willow Tree had to pay slotting fees, an expensive proposition at best, so a traditional buy was out. Compounding the challenge was a ticking clock: Stop & Shop was giving Willow Tree just 90 days to make its numbers. If the product didn't perform, it was out of the stores.

SOLUTION

To address this far-flung audience, We developed a geo-specific social media initiative using the SnapApp online platform. Via Google and Facebook, a coupon campaign addressed only those customers in Willow Tree's target markets. Interested parties were directed to a web page (hidden to New Englanders) to receive a money-saving coupon. Four creative approaches were developed, each capable of being fine-tuned or optimized during the three-month campaign period. By far the most popular of these was the Pie-A-Day Giveaway (which was extended by popular demand). Anyone sharing his or her e-mail address was entered to win a Willow Tree Chicken Pie.

RESULTS

At campaign's end, Willow Tree made its numbers and secured freezer space in the specified region. The campaign yielded more than 11,000 leads. Fans of Willow Tree's Facebook page more than doubled and traffic on its website more than tripled.





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COMPONENTS





STRATEGIC COMMUNICATION

Good Thinking

LITOSSC.COM

CASE STUDY

SNAP-APP STATISTICS



Fan Base

98% INCREASE



Reach

38,300% INCREASE



Average weekly
website traffic

272% INCREASE



E-Newsletter
subscribers

88% INCREASE