



CHALLENGE

Glad Food Storage was a late entry into the reusable food storage system developed by their primary competitor. Brand managers needed to generate awareness and product trial, in an extremely tight time-frame.

PROJECT OBJECTIVE

Create an integrated marketing campaign centering around Glad Ware in-store displays during the critical holiday period.

RECOMMENDED PROGRAM

Strategic Partnership with America's Second Harvest

OVERVIEW

ADC principals formed the strategic partnership with America's Second Harvest, the nation's largest network of food banks. In addition to supporting a cause organization that was directly aligned with the essential tenets of the product brand, Glad was able to leverage America's Second Harvest's extensive relationship with supermarket chains to facilitate placement of in-store displays.

Key components of the partnership included:

- Promotion: Glad donated a percentage of every package sold during the holiday period to Second Harvest, with a minimum guaranteed donation of \$100,000.
- Retail: Glad was able to successfully leverage America's Second Harvest's retail network to secure the most retail placements ever for a retail display program, despite the late start.
- Media: Program supported with purchase of space in Free Standing Inserts in Sunday newspapers in major markets.
- Public Relations: Coordinated announcements from both Glad and America's Second Harvest targeted food writers and reporters in major markets.

RESULTS

4.3% sales boost during key sales period versus previous period. Cash donation of over \$100,000 made to America's Second Harvest.