

# Country Hearth<sup>®</sup>

NATURAL BREADS

## CASE STUDY





# ABOUT COUNTRY HEARTH

Country Hearth Bread is a popular local bread manufacturer that delivers across the Midwest and is known for their **superior taste, texture** and **value**. They are continuously adding new products to their three lines (*Country Hearth, Village Hearth* and *Artisan Hearth*) while always using the **highest-quality ingredients**.

## GOALS

1

**Augment Brand Awareness:** The brand is everything. Consumers need to know and associate Country Hearth with the best bread on the shelf. Even if they don't want to pay a higher price, they know the bread, ingredients and overall value is the best. Before someone walks into a store, they have to know and crave the best bread in the Midwest: Country Hearth.

2

**Raise Media Level:** While Country Hearth has the best products and has been around for nearly a century, their media has not always been reflective of their high-quality standards. Increasing the quality of all videos, graphics and animations will directly correlate and positively influence customer's perception of the overall brand quality.

3

**Creative Content:** Consumers shouldn't know what is coming from a social media post or commercial. Implement new creative content that drives intrigue, top-of-mind awareness and loyalty.

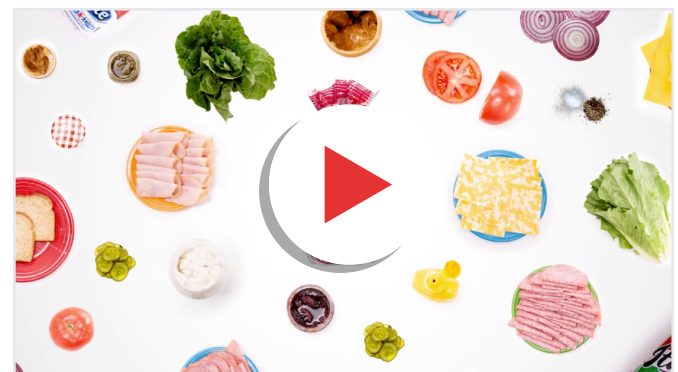
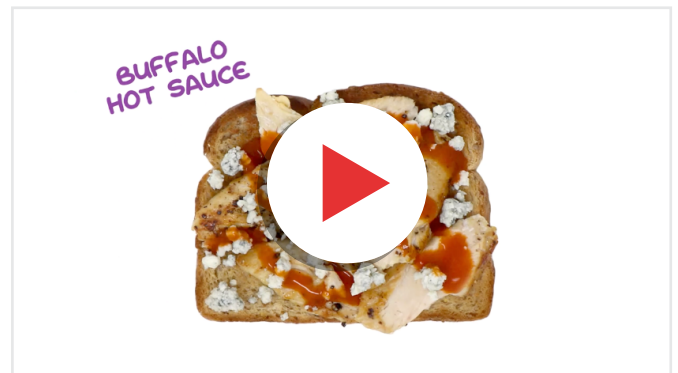




# VISION

Country Hearth is a high-quality product. It is the **best in the bread aisle**. That superior quality is sought after every day through loyal and new consumers. Utilizing **stunning product shots, humor,** and **creative media,** will show the undeniable desire everyone has to get Country Hearth Bread in their daily meal lineup.

## VIDEOS





# APPROACH

1

**Narrative Media:** Let's make bread *fun*. Integrating scripted, humorous video spots into the media mix (which is full of product beauty shots) will add a new element of intrigue, surprise and awareness when it is time to buy bread.

2

**Stop Motion:** Did you know bread can move? Photography doesn't have to be static. New stop-motion spots will add some much-needed flair into the social media and advertising mix.

3

**Loafy Animation:** The lovable sandwich can finally come to life! Updating the loafy comics into moving animations add value to the fun Friday posts.

4

**Regional Campaigns:** Launching regional campaigns, including "How Do You Sandwich," bolster brand awareness and build a wider foundation to launch additional initiatives throughout the year.

# RESULTS

The results speak for themselves—and no, we aren't just talking about "impressions."  
**Actual revenue, profit, engagement and satisfied customer growth.**

