

Anchor Cheese Paste Promotion: Case Study

How AC Marketing Caribbean Weaving a Seamless Web for Brand Success in Trinidad and Tobago

⌚Avg. reading time: 2 min

Introducing the Client

The Anchor brand comes from New Zealand and has a global foothold in 80 countries, spanning over 160 products and 130 years of innovation and ingenuity in the dairy industry. The brand is well-known, and recognized for its commitment in providing high-end, quality products to consumers



Background

Creating and nurturing a digital presence for Anchor within Trinidad and Tobago was predicated on **adding an unmistakable local touch** to this global brand. The strength of Anchor's brand voice locally is best measured by its perception and **translation of the country's cultural idiosyncrasies**. This is translated to strategy, content development, and creative design. Those elements are given credence by Anchor **speaking with the Trinidad and Tobago audience in the language they understand**, as opposed to speaking to them.



Challenges

Anchor Cheese is one of the most important products in the range. Being Top of Mind, driving interest and increasing purchase intent were key factors for the brand's bottom line within the local market.



Challenge #1

Anchor was concerned about finding a solution that would balance creativity, inclusivity and accessibility.



Challenge #2

Anchor required assurance in driving traffic to the newly launched Anchor Caribbean website, the central hub for all first and third-party recipes, by incentivizing recipe submissions and building a comprehensive library of local favourites.



Challenge #3

Anchor required a solution to translate online engagement with offline action.

The Solution

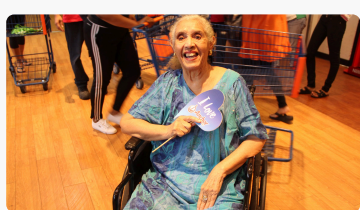
Strategy

This campaign seeks a three-pronged approach: online recipe submissions (minimum 10 entries), in-store interaction through a Massy Stores live sampling (150-200 samples), and a coveted grand prize to incentivize participation. Online, we'll leverage reach, impressions, and engagement to drive awareness and potentially streamline participation with automated recipe upload options.



Creative

The creative prioritized clear messaging, compelling visuals, and audience personalization. Localized humor and relatable content were crucial for driving engagement and fostering a community spirit. The campaign flexed its creative muscle, adapting content weekly based on performance, milestones, and community feedback. Action-oriented language, proven to drive participation, was woven throughout the promotional copy, with phrases like "Do you want to be a winner?" and "Does your recipe stand out from the rest?" prominently featured.



Communicate

Anchor's online promotion wasn't just about driving entries, it was a strategic investment. By offering a valuable prize in exchange for recipe submissions, they fostered a sense of community and encouraged participation. Open communication built trust and a feeling of connection with the audience. A blend of automated tools and personalized interactions (email marketing, chatbots) ensured timely responses and a consistent brand voice. Finally, targeted online advertising across various platforms (Facebook, Instagram, local websites, influencers) delivered the right message to the right audience, while also gathering valuable data for future initiatives.



Audit

The report provided a clear picture of the promotion's success. It outlined initial goals and objectives, demonstrating how they were met with measurable and impactful results. AC Marketing Caribbean's four-pronged approach (strategy, creative, communication, and audit) was detailed, showcasing the journey from concept to execution. Looking forward, the report offered valuable insights: feedback, recommendations, and actionable steps to refine future activities based on what worked and what could be improved.



The results



Result #1

Targeted reach and impressions of 157K and 554K respectively via Facebook and Instagram. Additional reach through automation (Facebook Chatbot) of 400+ unique users



Result #2

1.6K engagements (likes, comments and shares) made over the course of the promotion. Over 8K landing page views (i.e. Anchor Caribbean's website)



Result #3

A 1500% increase in email subscriptions.



Result #4

Drove 12 completed entries on the website & 200+ samples distributed during the live sampling session

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