Shasta

Objectives

• Shasta was looking for fun ways to support their winter 2013 campaign theme “Flavor & Fun” and highlight their wide variety of flavors.
• Raise overall awareness levels of Shasta and the multitude of available flavors.
• Drive traffic to retail partner locations (Albertsons and Associated Foods).
• Increase Shasta Facebook “Likes” and traffic to the Shasta Facebook page.

Solution (continued)

• Select local station website homepages were taken over by Shasta, driving users to the Shasta Facebook page.
• In addition, select local radio stations and station personalities shared the promotion through their social media networks.
• Local radio stations also brought the “Flavor & Fun” direct to shoppers, setting up in Albertsons and Associated Food locations with Shasta sampling, couponing, and prizes.

Solution

• Katz Marketing Solutions worked with Shasta to create a multi-tiered radio/online/promotional sweepstakes effort utilizing a “like-gated” promotional microsite, and a chance for consumers to win their choice of six “flavorful vacations.”

Results

After just three weeks:

• Over 7,000 unique entries were generated.
• More than half of the unique entries chose to share the Shasta Facebook page with their social network.
• There were more than 52,000 page views on the contest site, and over 4,000 new “Shasta Likes” on Shasta’s Facebook page.
• During one, two-hour in-store appearance in particular, over 60 cases of Shasta were sold.