Kraft A.1. Sauce Rebranding Social Media Campaign

SUMMARY

In May of 2014, Kraft launched a rebranding campaign for A.1. Sauce. Previously known as "A.1. Steak Sauce", the campaign used social media as a platform for changing the way in which the product was viewed by the public. "Eating habits have undergone a big transformation and A.1. is changing with them," said Cindy Halvorsen, Brand Manager for Kraft Foods in a press release about the campaign. "Our fans are saucing a variety of foods besides steak, so we wanted the brand name and campaign to reflect our wide-ranging appeal." [1] Through a hit YouTube video, Pinterest boards, and Facebook posts, Kraft transitioned the condiment from being known as "Steak Sauce" to being known as "Original Sauce." "



OBJECTIVES

The objectives of this campaign can be classified as informational and attitudinal. Both of these objectives were appropriate for the situation because they effectively tackled the target goals of the campaign.

The informational objectives of this campaign were showcased heavily through the Pinterest boards for A.1. Original Sauce. The information that Kraft was attempting to portray was that the sauce could be used on so much more than just steak.

The attitudinal objective of this campaign is what enables this campaign to be classified as a rebranding campaign. Through the tactics and strategies initiated, Kraft's attitudinal objective was to change the mindset of their audience about what A.1. Sauce is supposed to go on, and change their attitudes in such a way that makes them open to the idea of referring to the

sauce as “Original Sauce” rather than “Steak Sauce” and also motivates them to put the sauce on more than just steak entrees.

TARGET AUDIENCE

Although A.1 Sauce is used and enjoyed by people of all ages, Kraft’s target audience for this rebranding campaign was millennials. According to Jeff Fromm, “As a push to reach more millennial consumers, Kraft is in the process of reinventing their brand…” [2] meaning that the purpose for targeting millennial consumers was to increase sales among this particular group. They targeted their audience through mediums that were most familiar to them, these mediums being Facebook, Pinterest and YouTube.

STRATEGIES AND TACTICS

The key message of this campaign was that “...A.1. has officially ended its exclusive relationship with steak and is branching out to new foods.” [3] In other words, A.1. Original Sauce is a condiment that can be used on any food the consumer wants to put it on.

The main component of their rebranding campaign was a video that was posted on Facebook and YouTube showing the “break up” of A.1. Steak Sauce and steak. The video appeared as an ad to many viewers on YouTube. The viewers had the option of watching the entire video or skipping the ad. This YouTube presence allowed for the video to be extremely accessible to consumers. [4]

The second largest part of their campaign was being active on Facebook. From May until the end of August, the A.1. Original Sauce Facebook page was updated frequently. [5] There was a new post every other day. In the past and since the campaign ended, page updates are inconsistent. Posts ranged from recipes that showcased a state to fun little notes to random foods (ex. Quinoa & Pork). They were also consistent with responding to their followers during the

campaign. Their Facebook was very engaging and although they don't follow the Pareto Rule, their marketing content was very subtle and stimulated conversation. [6]

For the campaign Kraft created a Pinterest page that showcased different recipes that people could put A.1. Original Sauce on, if they wanted to. This was an appropriate use of Pinterest because it gave consumers a chance to discover new recipes. Although, they created content for their Pinterest, it was not engaging and there has not been any new content since they first created the page. It is important for organizations to be consistent and engaging when it comes to communicating on social media. [7]

EVALUATION

The evaluation measures that we used were their social media pages. We used the statistics from their social media pages to measure the success of the campaign. Based on what we were looking for, evaluating the campaign in this was effective. It would have been helpful to know their social media statistics prior to the campaign so that we would have had a better idea of how successful the campaign way. However, our research started two months after the campaign had already ended. A more efficient measurement would be to wait until Kraft releases their annual sales report to see if the campaign has a positive effect on their sales.

Process Output Objectives as of October 14, 2014
YouTube: 811 subscribers, 1.3 million views, 1,168 likes & 232 comments [8] **Pinterest: 125, 825 followers [9]** **Facebook: Video received 3, 159 likes & 778 shares [10]**

[1] Wood, Shawn Paul. "A.1. Steak Sauce 'Breaks Up' with Its Brand and Gets a #PRWin." - PRNewser. May 15, 2014. Accessed October 23, 2014.

[2] Fromm, Jeff. "Kraft Reinvents Itself to Appeal to the "Millennial Mindset™"." Futurecast: Millennial Marketing Insights. June 1, 2014. Accessed October 23, 2014.

[3] Hoven, Matt Van. "A.1. Updates for the Facebook Generation - Digiday." Digiday. May 14, 2014. Accessed October 23, 2014.

[4] Luttrell, Regina. *Social Media How to Engage, Share, and Connect.* Rowman & Littlefield Publishers, 2014.

[5] A.1. Original Sauce. Accessed October 14, 2014. https://www.facebook.com/A1.

[6] Luttrell, *Social Media*

[7] Ibid., 4

[8] "A.1. Sauce: New Friend Requests." YouTube. Accessed October 14, 2014.

[9] A.1. Original Sauce Recipes. Accessed October 14, 2014. http://www.pinterest.com/kraftrecipes/a1-original-sauce-recipes/.

[10] A.1. Original Sauce. Accessed October 14, 2014. https://www.facebook.com/A1.