

Cracker Barrel

Cheese in Crackers Christmas in July Promotion

Case Study

Context

Cracker Barrel and Havas teamed up for a Christmas in July promotion to encourage people to spend quality time with friends and family.

A life-size Snow Globe at Southern Cross Station (Melbourne) and an interactive Xmas Card in Central Station (Sydney) were armed with staff handing out 'Cheese in Crackers' samples and taking photos for the promotion. This provided an easy way for people to participate and have a positive brand experience.

Objectives

- > Spread brand awareness of Cracker Barrel and their cheese products
- > Create a positive interaction between brand and consumer
- > Display UGC on billboards around the train stations via RSS feed for people to view and enjoy

Generates product awareness

Solution

Image Upload, Instagram Scrape, RSS feed to OOH + Image Gallery

Why UGC + Gallery?

- > The UGC promotion was an engaging way for entrants to showcase their interaction with the Cracker Barrel OOH activations.
- > It also encouraged users to engage with the Cracker Barrel brand for an extended period of time.
- > Deep integration with Social via Instagram hashtag entry and sharing.

Incentive

Cracker Barrel gave away \$5k worth of flights. Travel prizes are always a hit with consumers. They appeal to all archetypes, fit into a range of concepts and allow winners to choose how they use it.



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Deliverables

- > Promotional microsite built to strict brand guidelines
- > Image upload mechanic
- > Image gallery display
- > Instagram scrape via hashtag into image gallery
- > RSS feed from image gallery to OOH in Southern Cross Station and Central Station
- > UGC moderation into image gallery
- > Media tracking links
- > Wrap-up report with recommendations

Channels used to drive traffic

- > Activation stations at Southern Cross Station and Central Station with staff armed with Cracker Barrel products
- > UGC from the promotion displayed on OOH
- > Paid Facebook and Instagram posts

900+
image
submissions

250+
Instagram
submissions via
hashtag

7000+
Microsite
visits

73%
of entrants
entered direct
via the microsite

Insight

Over 76% of entries originated from the activation stations at Southern Cross and Central Stations*.

*Estimate based on IP address location

Winning Submission:

