

# HORMEL FOODS – SKI WATCH A FARE TO REMEMBER

## > CHALLENGE

How do you develop an advertising campaign opportunity that works for both the advertiser and the consumer? In the case of Hormel Foods, the answer came on the ski slopes, and it was uphill from there. Hormel Foods helped build Dinty Moore Beef Stew and Hormel Chili as great winter fare for active adults as the title sponsor of the Ski Watch.

## > CRN SOLUTION

CRN created the Ski Watch Radio Report; a ski and winter activity report that has been the standard in American radio for more than 30 years. Hormel has been the title sponsor of this lifestyle program for more than 15 years and has seen it evolve from a media program to a multi-faceted, multi-armed marketing strategy that has increased both brand sales and awareness on a national scale. The Hormel Ski Watch includes numerous consumer elements designed to create buzz, traffic and exposure and proven trade elements to build strong retail relationships and performance.

## > RESULTS

The Hormel brands sponsoring Ski Watch have experienced significant and dramatic growth as a result of their involvement with the program. It has become a strategic piece of their overall media plan.



S U C C E S S S T O R Y