

UNILEVER BESTFOODS LOW-CARB, HIGH IMPACT!

> CHALLENGE

Unilever was introducing a new line of low-carb options made by consumer trusted brands like Skippy, Lipton, Ragu and Lawry's and needed to beat the competition to market in a big way. CRN had to develop a fast track integrated campaign that would drive store and website traffic and build on spokesperson equity.

> CRN SOLUTION

CRN utilized a variety of strategies and tactics in a turnkey promotional campaign that went from concept to on-air in just a matter of weeks. On-air contests included Carb Option Pick Your Favorite Recipe Contest and Carb Option of the Day Contest leading up to a grand prize national contest giveaway. CRN also arranged station parties, radio spots and sponsorships.

> RESULTS

Unilever Bestfoods beat the competition to market with a radio marketing campaign that was dubbed as one of the most successful product launches in Unilever's history. The campaign delivered over 45% added value to the budget with select markets covering over 30% of the United States population.



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