

B2B Marketing AWARDS 2012 FINALIST

gyro:

Category number: 7
Category name: Best use of Social Media
Name of campaign or initiative (for categories 1–21) Get Back to Scratch
Name of agency/practitioner (for categories 22–24) gyro Cincinnati
Name of brand Hobart
Word count 431

Summary

gyro solidified awareness of Hobart's status as the preferred food equipment brand among professional bakers and chefs despite Hobart's higher price-point in a sales landscape corded with lower-price, lower-quality competitors.
(30 words)

About the client company: Hobart manufactures products for the foodservice and food retail industry, including cooking, food preparation, warewashers and waste handling, weigh wrap, Baxter baking and Traulsen refrigeration. Hobart equipment is supported by a national network of factory-trained service representatives in hundreds of locations across the United States.

Strategy: Harness the passion food professionals and consumers have for scratch baking into a nationwide movement that celebrates, elevates and empowers the ones who literally build their businesses from scratch.



Get Back to Scratch Welcome Kit

Objectives of the campaign: Tap into the growing passion for and presence of scratch-made goods in restaurants, bakeries, schools and grocery stores, and position Hobart as the equipment manufacturer that can provide everything required to bake and cook from scratch.

Target audience: Food professionals, small business owners and the consumers that buy scratch baked food.

Media, channels, or techniques used: point of purchase, smart phone app, Facebook, Twitter, web site, banner advertising, search engine marketing, public relations, trade advertising, trade show, and blogs.



'Get Back to Scratch' print ad

Timescales of the campaigns: Kicked off March 2011 and is still in market.

Budgets: These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

Results: These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

Client Testimonial: "In the past, we have faced the challenge of reaching small businesses with a limited number of Hobart 'feet on the street'", said Jenni Bair, Marketing Manager, Hobart ITW Food Equipment Group. "The Get Back to Scratch movement has provided us the opportunity to clear this hurdle, making deeper connections with our customers, gaining behind the scenes insight into this particular market, and helping to keep us top-of-mind when these businesses think of and talk about mixers, ovens, warewashers and other foodservice equipment. This success is an achievement that our organization is extremely proud of and excited about."

List of supporting material:
Case study .mp4 video

1 logo shot jpg
2 print ad (1 jpg, 1 PDF)
3 T-Shirt shots jpgs
6 screen shots of campaign jpgs
6 screen shots of microsite
4 Welcome Kit shots jpgs



Get Back to Scratch T-shirt



Get Back to Scratch site

Submission Ends