



Case Study – “Let’s Make Some Bread”

Shamrock Business Unit: Promotional Products

Client: Reputable Midwest bakery that stocks bread, buns and pastries to retail and restaurant customers

Client Industry: Commercial Bakery

Marketing Objective(s): Increase brand awareness, gain shelf position, and increase sales of three different types of bread (Italian, Honey Buns, and Whole Wheat) through the special offer give-away of (100) iPod Nanos.

Project Abstract: The iPod Nano was selected as the premium of choice due to its mass appeal, brand recognition and price point. Shamrock represents iPod and was able to provide these to the client at wholesale rate. A custom wrap was designed to adhere to the existing bread packaging; the specially-wrapped products—5.5+ million packages—were distributed during the 90 day promotion period beginning March 1, 2008. Upon conclusion of the promotion, 100 winning names were randomly drawn from a free mail-in offer. Shamrock managed the contest entry process and worked with Apple to have the iPods fulfilled directly to the recipient from the factory.

Background: The bakery was founded in 1909 in Navarre, Ohio, and incorporated in 1934; the company steadily grew and prospered, adding facilities, expanding distribution and automating operations. Today the company produces and distributes breads, buns, and pastries to clients throughout the Midwest.

Shamrock’s Solution:

- ⊗ **Strategy:** Drive consumer purchases, increase brand awareness and gain shelf position with special mail-in promotion: 90-day promotion with premium give-away offer.
- ⊗ **How it worked:** Free mail-in offer distributed through a custom wrap on product package.
- ⊗ **Why it worked:** The promotion was attractive to consumers because it included a great giveaway, and it was simple (no need to save multiple labels or collect receipts). It was also an easy program to administer for the client in that it did not require added administrative or management oversight.
- ⊗ **Results:** Client noted better shelf position for its products due to the attractive giveaway packaging. Sales figures for this recent promotion have not yet been tallied.