

## CASE STUDY

### Ore-Ida Steam n' Mash



#### PROGRAM OBJECTIVES

- To build awareness and generate word-of-mouth recommendations for Ore-Ida Steam n' Mash potatoes.

#### TARGETED MEMBERS

- 16,000 SheSpeaks members with children accepted the invitation to participate in the program

#### HOW DID IT WORK

- Members took an online pre-test survey to participate.
- Once selected, each member received the following:
  - One coupon for free product plus ten coupons for \$1.00 off to use or share
  - A free potato masher
  - An information card with instructions
- Online access to a Test Central provided:
  - Detailed info about the product
  - A discussion forum where over 5,000 posts were received about the product
  - An end-of-program evaluation survey sharing insightful feedback

#### WHAT HAPPENED

- Increased awareness and brand favorability resulting in:
  - 93% increase in brand favorability.
  - 96% increase in purchase intent.
  - 118% increase in recommendation intent.
  - 94% of participants told others about Steam n' Mash. Of these women, each told 8.5 people.
- Coupon distribution drove word-of-mouth conversions & product trial
  - SheSpeaks members program generated product awareness among 1.2 million women via viral marketing and word-of-mouth conversation.
  - 76% of coupons have been redeemed (at time of print)
  - 8% of \$1.00 off coupons were used by friends and family (at time of print)
  - 62% of participants said they would purchase Steam n' Mash once a month or more.
- Research & discussion revealed key insights:
  - Members were unable to locate product after distribution
  - Product price point was noted as too high by some
  - Members requested more servings per package
  - Quick identification of need to reformulate recipe for one flavor

“The SheSpeaks program was an essential element of the Ore-Ida Steam n' Mash launch. We were able to gain valuable consumer feedback from week one of distribution, and we leveraged our new brand advocates for insights at multiple points during the launch.”  
- Kimberly Lang Heinz

“These were so good, thank you for the opportunity to try them - this is something I may not have tried without the free coupon, but now they have a new customer. They were so creamy and tasty - the whole family loved them!” - junglefrog78, Springfield, IL

#### CONTACT US

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