

DIGITAL

ORGANIC CONSUMER TESTIMONY

Oscar Mayer selects a small group of (already active) bloggers, such as Social Moms or Mommy Bloggers, to field test and document their experiences with OM Deli Fresh products for one month. Each will be given FlipCams, products, recipe ideas and recommendations, and an individual blog page to compile their individual content.

Oscar Mayer hosts the resulting videos, blog entries, tweets, and posts on the community page of OscarMayer.com, as well as Facebook and YouTube.

In-store components could feature the personal accounts of these Mothers and their reactions to the product, as well as coupons. The Mothers can then "pass along" not only advice to shoppers, but also pass along great deals and coupons.



Welcome to Your Community! | Oscar Mayer

http://www.kraftbrands.com/oscardmayer/community.html

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Community About Us Share

CARVING BOARD DELI FRESH DELI CREATIONS BACON HOT DOGS LUNCHABLES WIENERMOBILE

LET'S TALK TURKEY

THE 37-MOTHER-APPROVED DELI TRUTH

We wanted to hear from you exactly what you thought of Oscar Mayer's Deli Fresh deli meats — so we put it in the hands of active mom's, and documented the result for one month. These are real moms, telling their stories in their own words.

Meet The Moms

HANNAH M.

Healtier Lunch for the Kids - Hannah - 04:53

MOM #18

Hannah M.
Age: 42
Mother of 3
Attorney

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See More of Hannah's Recipes >

Explore Hannah's Deli Fresh Blog >

Oscar Mayer on Twitter

Live interview w/ @Matt_Morrison on @myfoxorlando about his 1st solo concert & working w/ the #OMGoodMood Mission: <http://bit.ly/fSep9Q> 40 minutes ago · reply

Add something good to someone's day, then share it with us on our Good Mood FB tab for \$2 off Carving Board Meats: bit.ly/dEGY4o #OMGoodMood 23 hours ago · reply

We're inviting YOU to take part in our Good Mood Mission. Share your good deeds here bit.ly/flrc8o and you could win \$100,000! #OMGoodMood yesterday · reply

We're working w/ @Matt_Morrison for a Carving Board Concert this Sat! Check out songs from his live concert here bit.ly/flrc8o. #OMGoodMood yesterday · reply

We miss the holidays already. But, w/ Carving Board Meats we can make any day Turkey Day. Get a coupon while they last. <http://bit.ly/asP4g6> 13 days ago · reply

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MOBILE / IN-STORE

DELI-FRESH DEALS

Focusing on the in-store experience, signage and on-pack stickers feature text and/or QR codes that shoppers can send in while still in the store, or submit online. In response, each shopper will receive a MMS message with information specific to that exact package/product, such as:

- What (natural) preservatives are used
- Background and quality assurance of meat
- When it was packaged
- By when it should be consumed for best flavor

In addition, shoppers will receive instant coupons in-store for the products they scanned, or downloadable coupons online; and recipe ideas for each of the products, as well as grocery lists for each recipe.

A Phase II launch could be timed for back to school, where Oscar can partner with StickyBits to place discounts on both OM products and school supplies in multiple store environments — promoting product awareness outside of the deli aisle as well as additional buyer incentives within.

