DIGITAL

ORGANIC CONSUMER TESTIMONY

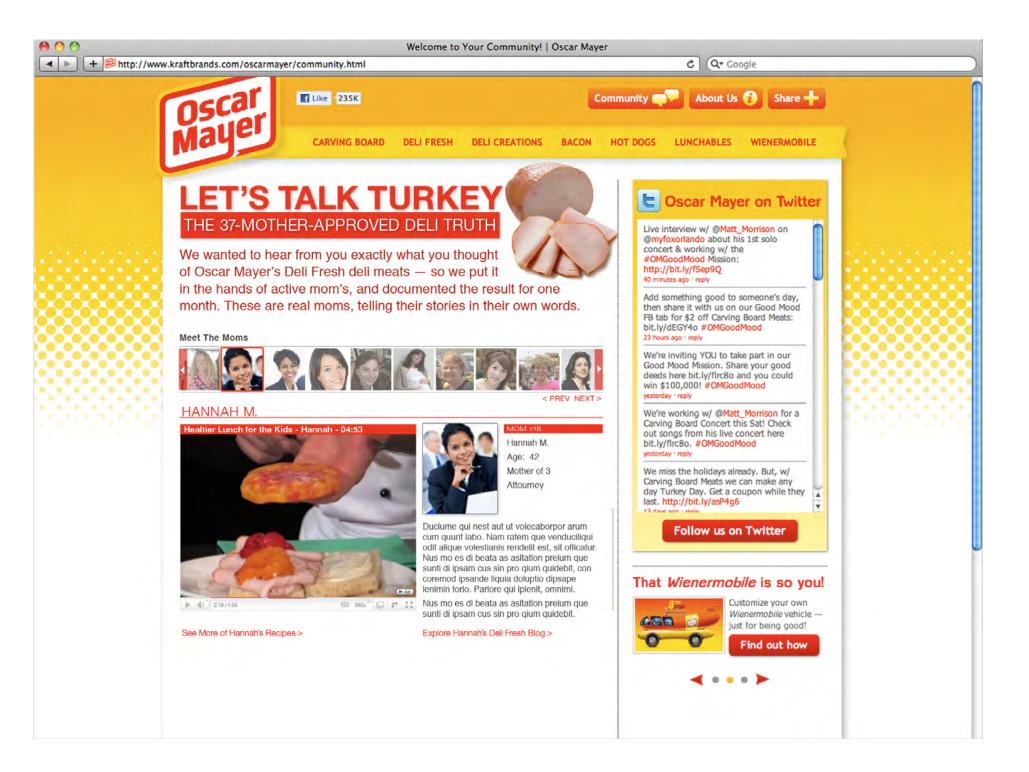
Oscar Mayer selects a small group of (already active) bloggers, such as Social Moms or Mommy Bloggers, to field test and document their experiences with OM Deli Fresh products for one month. Each will be given FlipCams, products, recipe ideas and recommendations, and an individual blog page to compile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



twitter



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 to 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.



