



DOLE “WAY TO SNACK” BEST SNACK RECIPE CONTEST Harnessing the Power and WOM of Involved Moms with School Age Kids Online

“DOLE Jarred Fruit tasked The Rogers Group and Huerta Quorum, our creative agency partner, to reach influential moms with school-age kids – both demographically and psychographically. We turned to the Back2School program because it offered us an unparalleled ability to reach our core audience. The level of engagement from the PTO and PTA leaders greatly surpassed even our expectations!”

Brenda Lynch
Senior Vice President
The Rogers Group

THE CHALLENGE

DOLE Food Company wanted to drive awareness of its DOLE Jarred Fruit as a healthy snack option for families.

THE SOLUTION

School Family Media tapped into its powerful, proprietary connection to enthusiastic, influential PTO and PTA leaders at every K-8 school across the country to activate a nationwide, online DOLE recipe contest via SchoolFamily.com and its Back2School sponsorship program.

Phase 1

Active PTO and PTA leaders and school families submit favorite DOLE recipes via SchoolFamily.com

As its primary marketing outreach, DOLE tapped into School Family Media’s parent-focused website, SchoolFamily.com, to sponsor back-to-school healthy snacking tips and promote the DOLE "Way to Snack" Best Snack Recipe Contest. Banner ads and a custom web page on SchoolFamily.com drove traffic to DoleWaytoSnack.com. With the chance to win a Hawaiian holiday and a cash donation to the winner’s local K-12 school as the grand prize, SchoolFamily.com visitors flocked to the contest entry website and more than 850 moms (and some dads) of school age kids submitted their personal recipe for consideration. Fifteen finalist recipes were then chosen for the second phase of the contest, a national online vote for the winning recipe.



SchoolFamily.com
"Submit Recipe" web page



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Phase 2

Fully integrated Back2School sponsorship drives consumers to DOLE website to vote for winning recipe



Full-page, 4-color ad in Jump In! magazine



SchoolFamily.com "Vote Now" web page



For the voting phase, DOLE extended its reach to a broader consumer audience and drove even more moms to the "Way to Snack" website via a full-page, 4-color ad in *Jump In!* magazine, School Family Media's Back2School print magazine, which is distributed to over 1.5 million parents with school age kids at back-to-school events nationwide. DOLE also increased traffic and exposure for Phase 2 of the contest with new banner and web page creative on SchoolFamily.com that drove parents to the "Way to Snack" website where they could cast their vote.

THE RESULTS

- Over 875 recipes submitted.
- 17,905 moms (and some dads!) logged in, registered and voted – and returned 3+ times on average to participate – with more than 76,117 votes cast.
- DOLE promotional web page had an 18% increase in page views during promotion period.
- 29% of product users now considered another way to use the Jarred Fruit product beyond just out of the jar.
- As a Back2School sponsor, DOLE was able to measurably connect with and grow its core audience of moms with school age kids during a key time of year – back-to-school – when moms are especially tuned into choosing healthy, enjoyable morning, afternoon and evening snack options for their families.

	WAY TO SNACK*	INDUSTRY AVERAGE
Contest participants who opted in to receive future emails from DOLE	42%	19%
Told 5 or more friends about the promotion	18%	4%
Referrals who logged on and registered with DOLE	8%	2%

*Source: The Rogers Group



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