

# #notaste #addtaste

### BRIEFING

## SOLUTION

when there's a lack of taste. And if there is one place where people complain about the it's Twitter. So we made it our mission on Twitter to add some taste in a world that sometimes lacks some.

Like we expected we found out that #notaste is a commonly used hashtag. And for every #notaste, we simply replied with #addtaste.

We engaged in conversations about the lack of taste - foodrelated or not - and flavored them up.

# RESULT

We surprised people on Twitter when they least expected it. And people liked it. With no budget we managed a response rate of 29,7 %. So 1 in 3 people positively reacted on our tweets, helping us to actively spread the message that Tabasco® adds taste.









CASE MOVIE: AWARDS.MICROSITE.BE/ADDTASTE



Captain Clutch @liampuckr · 9h My brother just changed the radio from message in a bottle @ 😂 🤗 #notaste ♣ Reply ♣ Retweet ★ Favorite ••• More Expand

TABASCO® @addtaste · 6h

@liampuckr Here's your message from a bottle. Glad to support you in this

tasteless incident :-) #addtaste pic.twitter.com/liNX2L1uIF





Sushma Roberts @Otaku\_FTW · Mar 28 Uncle Ben's Chinese style rice has #notaste

TABASCO® @addtaste · 26h @Otaku\_FTW Our uncle Ben hasn't got taste either. We tried to #addtaste long ago but it didn't work out...:-) pic.twitter.com/LBvEnRKpTI



RETWEET PA

10:06 AM - 28 Mar 2014 · Details

@addtaste also #SocksAndSandalsSweg

Sushma Roberts @Otaku\_FTW · 23h

♠ Reply ★ Retweet ★ Favorited ••• More

and helped us to #addtaste

1 in 3 people liked it























