#notaste #addtaste

BRIEFING

Tabasco® wants to step away from its hot image. The legendary pepper sauce now wants to put more focus on its wide range of flavors. The message: Tabasco® adds taste.

SOLUTION

Tabasco® can only add taste when there's a lack of taste. And if there is one place where people complain about the lack of taste they experience, 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 – food-related 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.

1 in 3 people liked it and helped us to #addtaste

CASE MOVIE:
AWARDS.MICROSITE.BE/ADDTASTE