

PASSION FOR FRESH

BIRCH & WAITE

CHALLENGE

Birch & Waite is the No. 1 choice of Australian chefs* – that's because Birch & Waite only use fresh ingredients and are therefore exclusively stocked in the fresh produce fridge at Woolworths supermarkets. Our challenge was to change behaviour and drive shoppers away from the supermarket aisle and towards the fridge.

OUR INFLUENCE

Led by programmatic video and digital display, we drove home a strong message that Birch & Waite mayonnaises and dressings are made only from fresh ingredients and that's why they're only available in the fresh produce fridge at Woolworths supermarkets. Integrating a 'Passion for Fresh' sentiment, we highlighted that this is the reason Birch & Waite is the No.1 choice of Australian chefs*.

RESULTS

Targeting a specific audience of those seeking quality and taste, we've already seen strong engagement with the ads and look forward to big results as our marketing drive continues.

*Data on file

As covered in:

Campaign Brief

B&T