

# HCMN CASE STUDY: Jennie-O Turkey Store

Healthy food brand seeking to expand usage occasions

## Components:

- Panel advertising with attached coupons and mirror clings

## Success Measurements:

- Ad recall rate of 89%, with a vast majority of the recall being unaided
- Likelihood of buying JOTS products in the next 90 days more than doubled from pre to end campaign surveys
- Redemption rate on over 500K distributed coupons exceeded 12%
- JOTS has run for three consecutive years with HCMN and each year the coupon redemption rate has increased

