



Case History

Phoenix Comes to Papa

The Challenge: Grow grocery sales for Papa Cantella's Italian Sausages within the Southern Arizona marketplace on a limited budget.

The Approach: When money IS an object, guerilla and street-level marketing become a necessity. To increase Papa Cantella's sales at the stores, we created sampling events at high traffic venues such as the Arizona Home & Garden Show and Arizona Beer Festival, in addition to sampling at selected stores. Grilling up sausages under a custom-designed tent featuring key brand messages, we allowed consumers to try freshly grilled sausages while handing out recipe booklets with cents-off coupons to encourage repeat purchases. This was supported synergistically with on-pack coupons, a limited campaign of ads and free-standing inserts in local publications and a new web page to download even more recipes (while capturing names for future marketing).

The Change: During the 2-month introduction, over 20,000 people sampled Papa Cantella's. Over the course of the program, product sales tripled in the meat case. The success of the program has led it to become a road map for introducing new products on a market-by-market basis as the brand grows in sales and awareness.

