

**Agency**

Rapp Collins Canada

**Client**

Unilever

**Product**

Knorr Frozen Meals

**Title**

Frozen Doesn't Have to Be a Bad Word

**Country**

Canada

**Background**

In Canada, Knorr was known more for its soups and sauces than for its range of frozen meals. The task, however, was not simply to raise awareness and prompt trial, it was to change perceptions of frozen food.

Knorr was certain that once people tried their frozen dinners, they would understand that taste does not need to be sacrificed for convenience.

**Idea**

A campaign was created that promised recipients that Knorr frozen dinners were "unlike any f\*\*\*\*n dinner you've ever tried." The simple self-mailer featured an appetizing shot of a Knorr dinner with instructions to the recipient to put the mailer into their freezer. Thermochromic ink was activated by the cold to reveal the message: FROZEN meals can be this delicious.

Inside the mailer, wherever the word frozen appeared, it was blacked out to underscore the idea that "frozen doesn't have to be a bad word."

A coupon offered money off as an incentive to try the product. Data analysis identified people with an interest in the category and the higher incomes to afford the product.

**Results**

Average response was 10.2% and directly drove almost 17,000 purchases. The highest tier cell generated a response rate of 50.5%. The campaign was so successful that half the mailing was held back to allow stores to manage the demand.

**Insights**

As well as being mailed to 12,000 homes, this campaign also provided 450,000 inserts to Homebasics magazine. It is proof that DM works as well for fast-moving consumer goods brands. It got people in their kitchens considering a new and easy way of feeding the family. While few people would actually have put the mailer in their freezer, it did get them to think about it.

As a way of encouraging trial, DM can be both cheap and effective. The only question is, why don't more marketers use it? It must be oversight. Or forgetfulness.

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