

Chandler Baker

Case Study Analysis: Lunch to Schools Program

Situation:

In 2012, Hidden Valley Ranch partnered with the American Culinary Federation (ACF) to create the Lunch Break for Kids Fundraiser in hopes to encourage better eating habits for children, educate kids about the food they are eating and ensure that American children grow up healthy.

Research:

Most of the research in this campaign was informal. The company discussed results of research but none of the actual research itself was included in the campaign. The words “tend” and “may be” are indicators that the facts are not strong. Hidden Valley did their research on the “benefits of ranch” without discussing any statistics about how it is beneficial.

It would be more credible with actual numbers, facts about certain regions in the country, etc. They should have done primary research on parents and students. What are parents buying? What kind of foods do children like to eat? While children are the concern, the target market is their parent’s.

Organizations Objective:

The Lunch Break for Schools objectives included the following:

- Increase vegetable consumption by highlighting the occasions for dipping raw veggies in Hidden Valley- incredibly hard to keep track of when researching an entire nation.
- Create consumer awareness for Hidden Valley’s products in helping kids love their veggies through 150 media impressions- smart strategy to promote their brand.
- Highlight opportunities for communities to come together to better childhood nutrition.

Key Strategies/Tactics:

Tapping Chef Spokespeople:

- Enlisted Cat Cora to act as national spokesperson and partnered with eight notable chefs in key markets to host fundraisers and media relations.

Executing Local Events:

- Coordinated eight local events in major cities in the nation. Collaborated with chef spokespeople to promote events taking place at their notable restaurants.
- Worked with chefs to create a Lunch Break for Schools menu and recipes that could also be used in media relations. They also created a chef toolkit online for chefs nationwide to download materials and promotional resources so they can create their own fundraisers.

Partnering with ACF:

- Recruited 70 ACF members to promote program in their communities. They cross-promoted campaign with ACF, granting \$150,000 in support of fundraiser and creation of educational tools for chefs to use in Chefs Move to Schools.

Results:

Increasing vegetable consumption:

- Increased children's usage of vegetables by six points (what is a point?) since they launched their campaign in 2006. This is not measurable because 2006 is not when the Lunch Break for Schools program began, and that was an exclusive objective to this campaign.
- Percentage of American's eating fruits in vegetables increased from 2011 to 2012.

Create consumer awareness through 150 million media impressions:

- Program resulted in more than 186 million media impressions and Top media outlets including Good Morning America and New York Times covered program.

What worked/didn't work:

- This campaign was the most successful in raising national awareness for childhood nutrition.
- The increased number of media impressions that covered this campaign and supported sparked up a conversation about childhood nutrition. Even if Hidden Valley Ranch isn't the healthiest option, the public is encouraged to promote better eating habits overall.
- I think that if this campaign went further in depth on their research and had numbers and proof of that research, this campaign would have a lot more credibility and reliability to it.

