Pilgrim's
FOOD MASTERS



ENGAGING THE CONSUMER

A Bit of an Intro

Me



About Pilgrims Food Masters





ENGAGING THE CONSUMER







HENRY DENNY & SONS
SINCE 1820

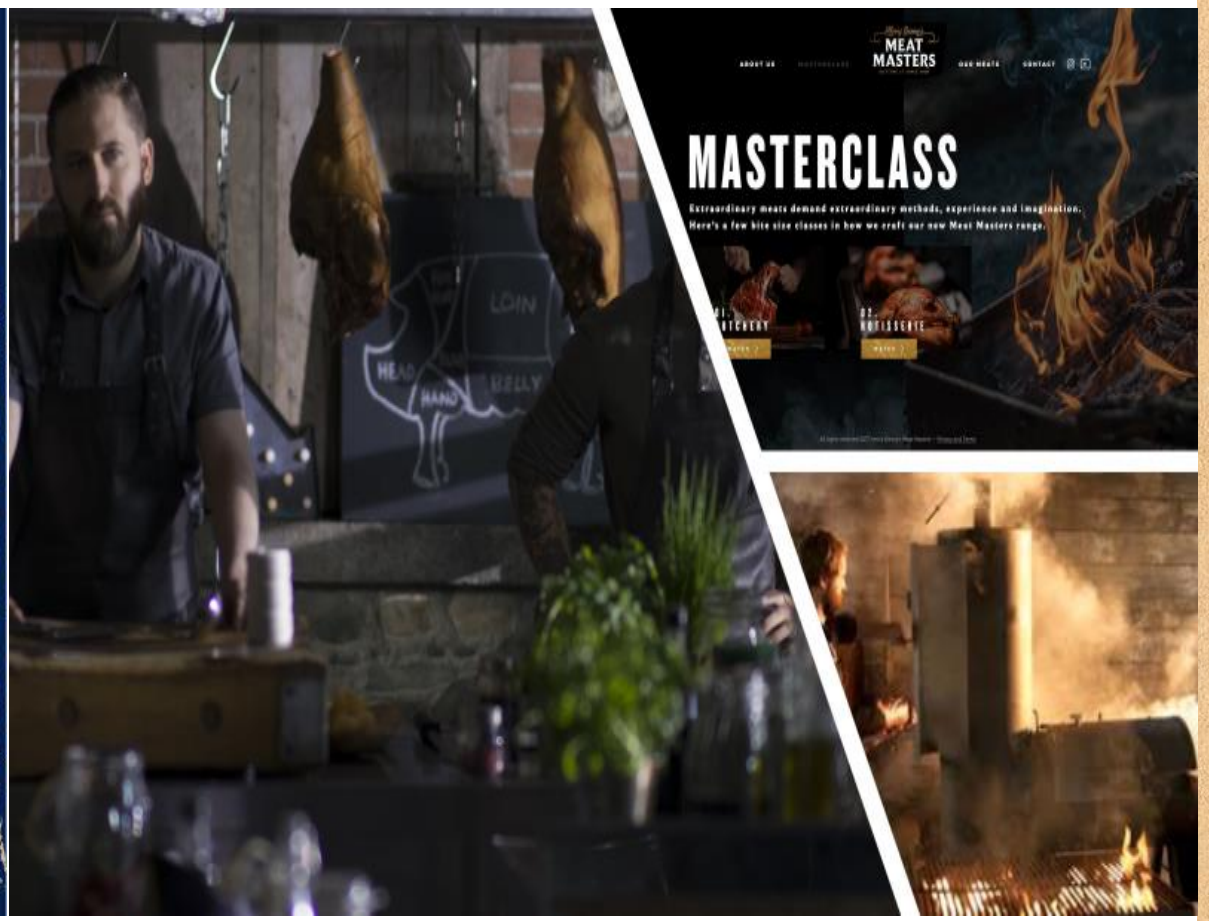




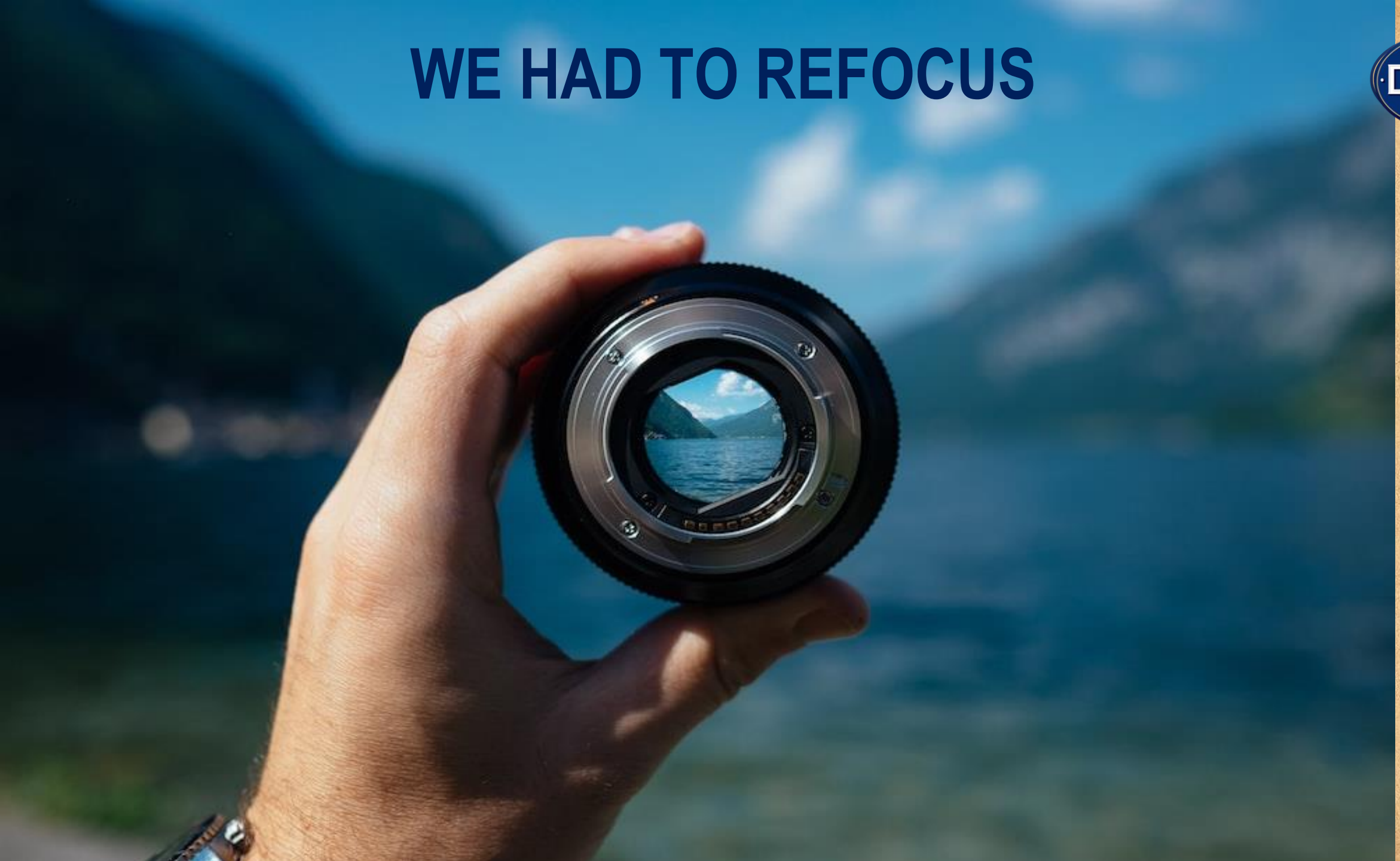


THE TENSION BETWEEN TRADITION & TREND





WE HAD TO REFOCUS



IT STARTED WITH OUR AUDIENCE



TARGET

REDEFINE



REALITY

DATA LEAD APPROACH TO AUDIENCE DEFINTION

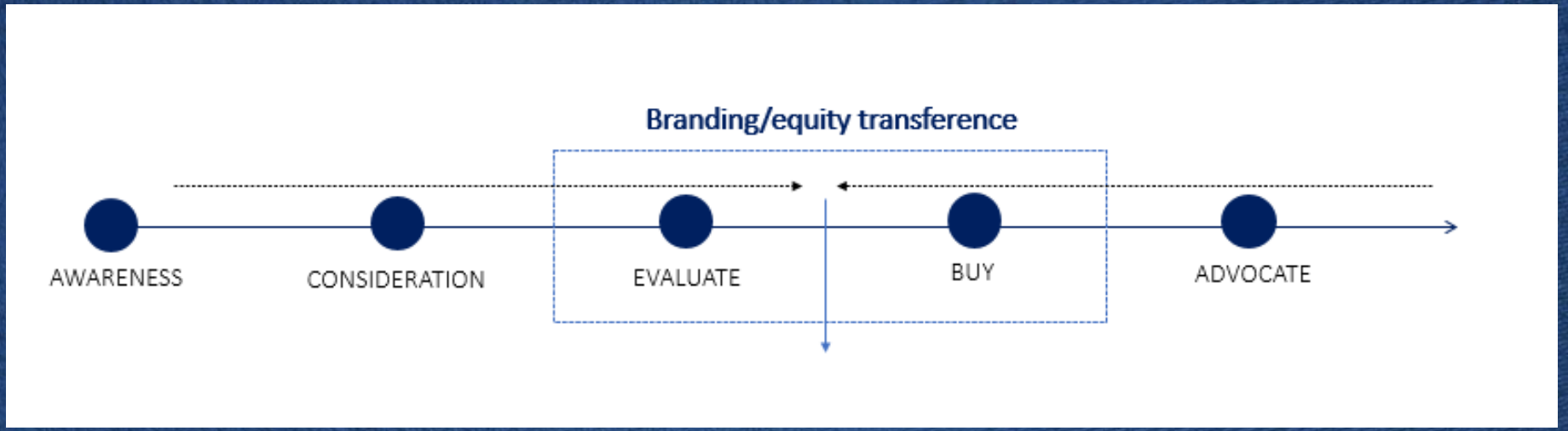
WHAT'S AT THE HEART OF OUR BRAND?




HENRY
DENNY
& SONS
SINCE 1820

OUR CONSUMER PROBLEM TO SOLVE

OUR PINCH POINT ON OUR CONSUMER JOURNEY



OBJECTIVE

CLOSE THE CONVERSION GAP BY CONNECTING CONSUMERS TO DENNY IN A MODERN & MEANINGFUL WAY







BRILLIANT BRIEFING

CO- WRITING A BRILLIANT BRIEF

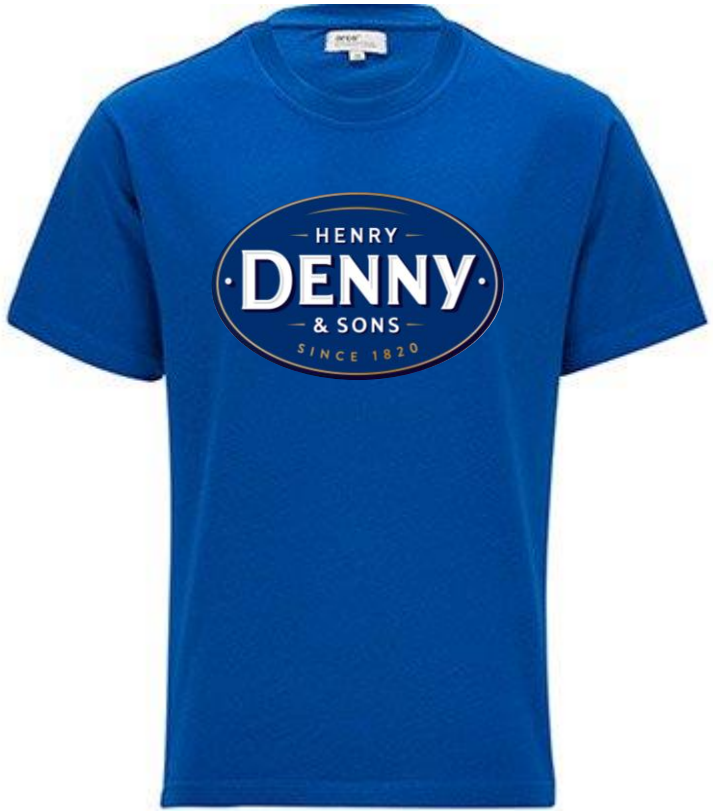


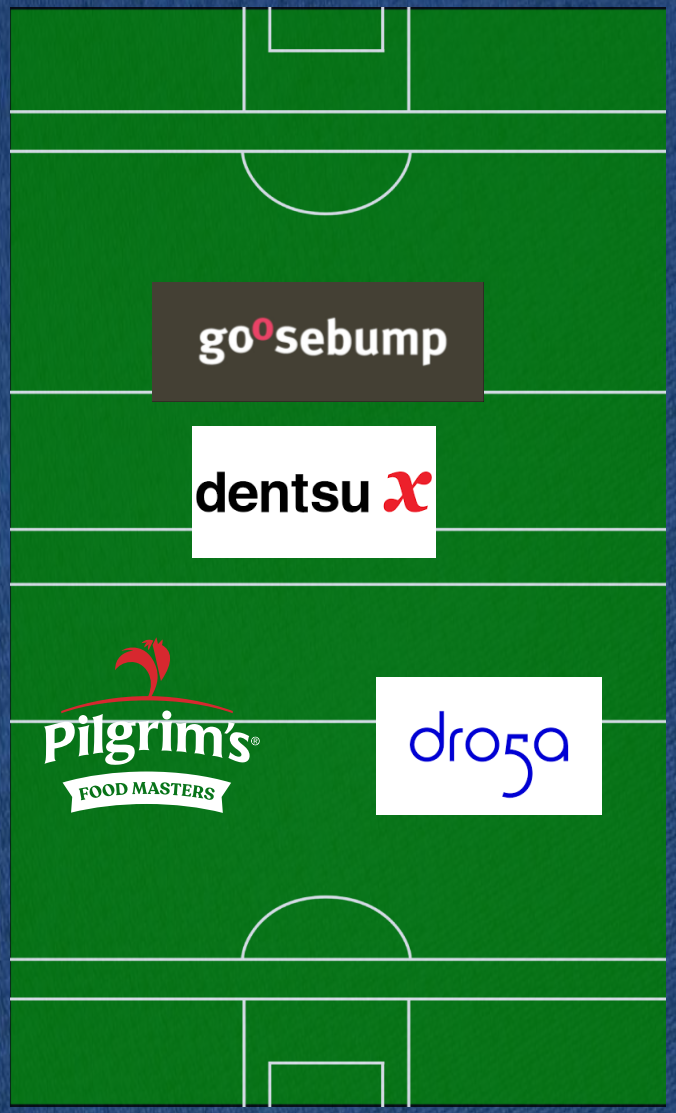






ONE SHIRT


HENRY
DENNY
& SONS
SINCE 1820


goosebump
dentsu x
Pilgrim's
FOOD MASTERS
drosa



& EMOTIONAL

INSIGHT

We have rediscovered the joy of simple pleasures and we seek them out now more then ever.

PLATFORM

Only Denny Will Do.

IDEA

Grand, Dad.





ONLY HENRY DENNY & SONS SINCE 1820 WILL DO



Trade Press



Late Late Show



On Pack Competition



OOH & Proximity



In store theatre



Social



Experiential Sampling



Radio Weeklong Promo





RESULTS

+6 ppts
Penetration

+16%
Weekly Volume

Availability
Feature Space

4.6 Million
Earned Media Reach



ENGAGING THE CONSUMER