



Case Study



**McCormick Canada**

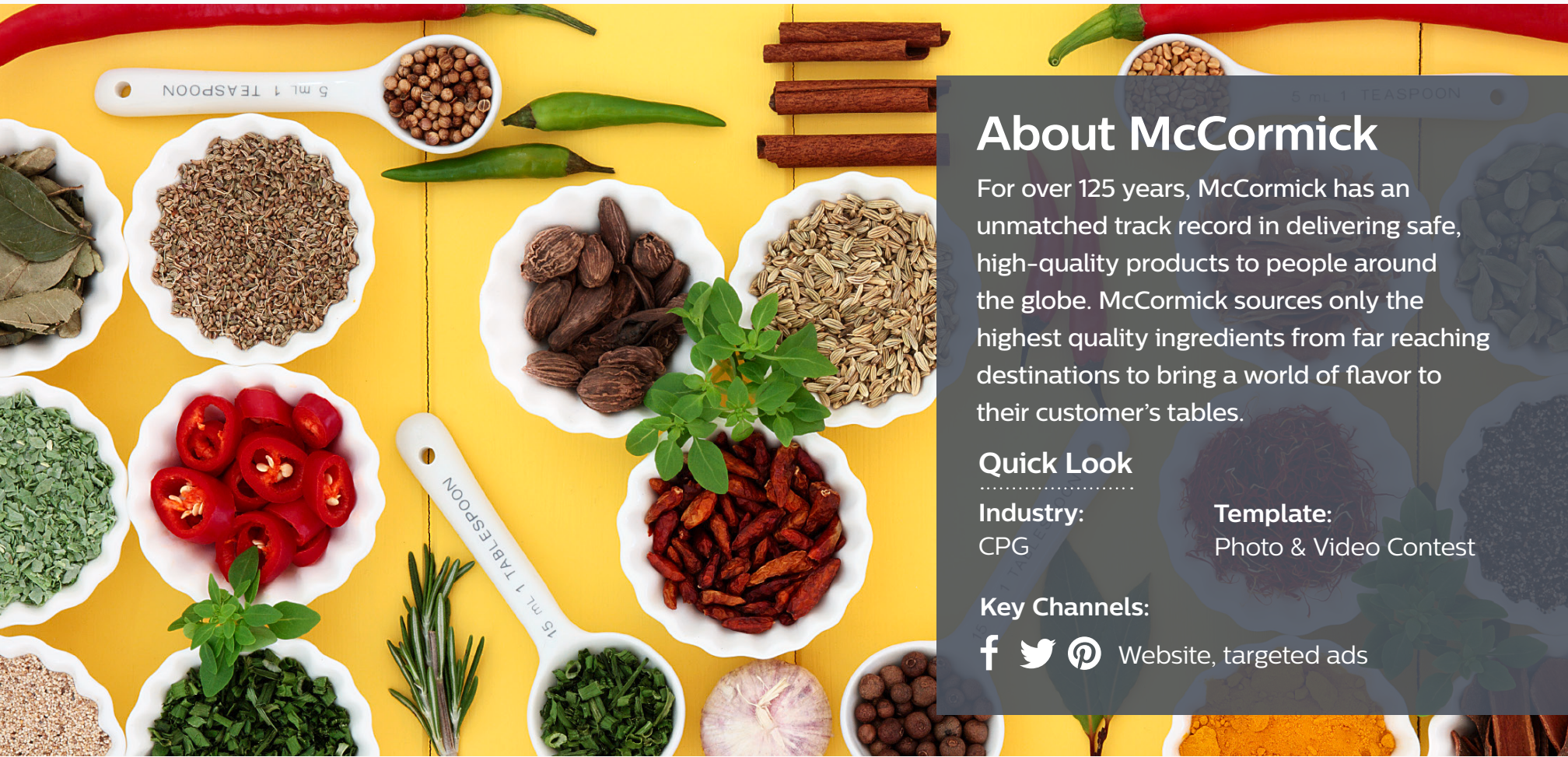
**wyng**





*“Using Wyng to realize our vision for the “McCormick Online Cook Off” proved crucial in making the campaign successful. Wyng is now one of our go-to platforms every time we need to ensure a customizable, brandable, and engaging digitally-driven campaign.”*

ANNA MARAMBA, Co-founder, Managing Partner, Media & Events Director | AV Communications



## About McCormick

For over 125 years, McCormick has an unmatched track record in delivering safe, high-quality products to people around the globe. McCormick sources only the highest quality ingredients from far reaching destinations to bring a world of flavor to their customer’s tables.

### Quick Look

Industry:  
CPG

Template:  
Photo & Video Contest

### Key Channels:

f t p Website, targeted ads

## Goals



Introduce McCormick Canada to a second generation of Filipino-Canadians



Generate a 10% sales growth through digital vs last year



Surpass engagement metrics of all other online cooking contests

## Solution

We at AV Communications launched the new McCormick Filipino recipe mixes in Canada and sought to increase their market share, specifically in the Filipino-Canadian markets. Upon launch, we realized we had an uphill battle as the playing field for this particular market was already highly saturated with many established brands already targeting this market. However, although this situation was less than ideal, it did present us with an





opportunity to define an entirely new, untapped market segment and proactively target them with a customized participation strategy to gain market share.

To accomplish this, the tactics we put in place for this new campaign tweaked three of the eight Ps of our marketing strategy:

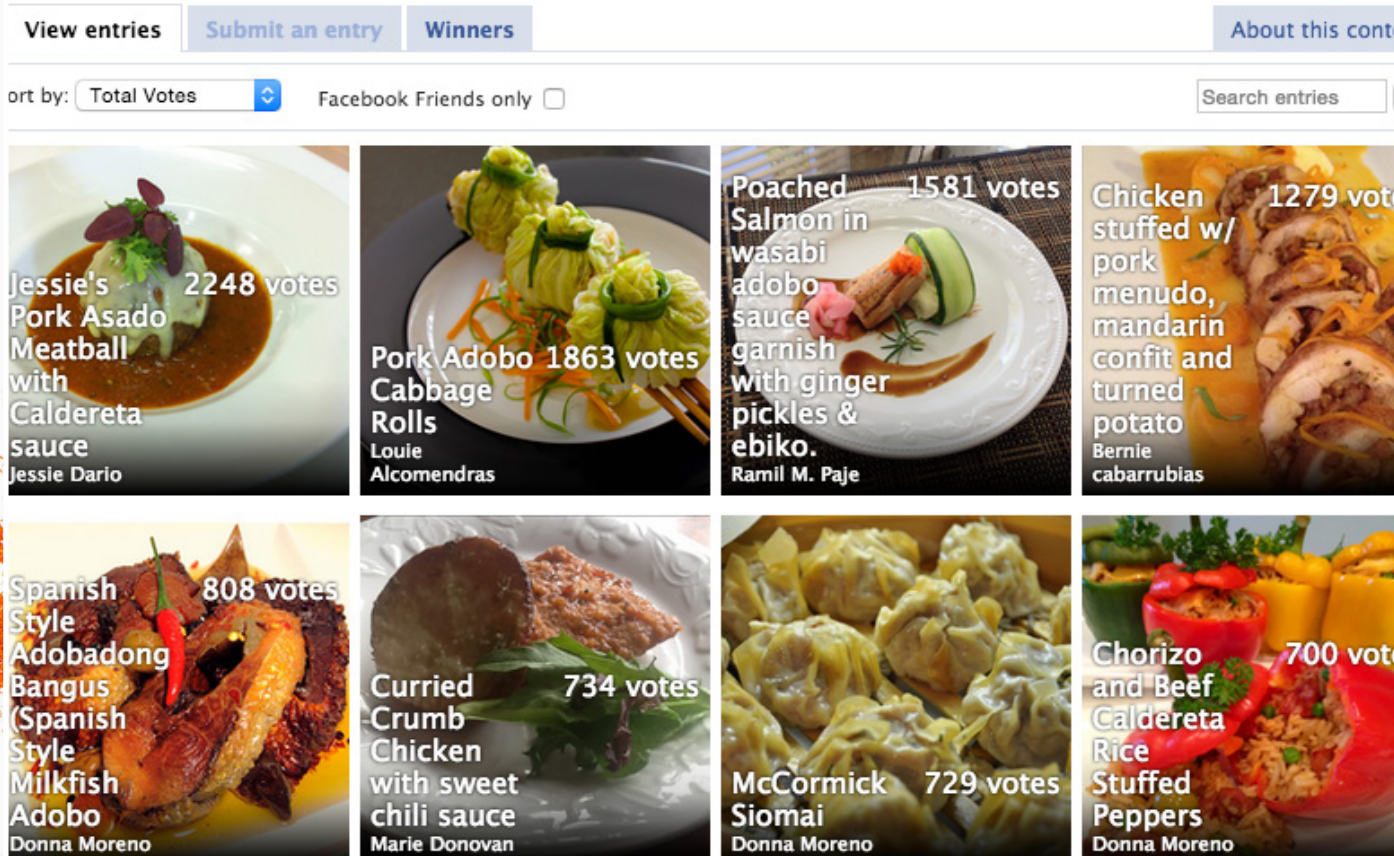
**PRODUCT:** Historically, the product was used to prepare traditional Filipino dishes. We spiced things up by inviting a new segment to repurpose the product and create “Filipino fusion cuisine.”

**PEOPLE:** We targeted an audience that has not been tapped by McCormick or any of its competitors: second-generation Filipino-Canadians.

**PROMOTION:** We incorporated freshness into the customary cooking contest by bringing the battle online – a platform that appealed to this younger audience.

Based on this, we paired our messaging with the adventurous nature of our target segment, inviting these consumers to use the McCormick Filipino recipe mixes in new ways outside of what their mom or grandma used to make. In addition, we also wanted to appeal to this generation’s highly social culture, and encourage consumers to engage with the brand across all of our social channels.

The campaign we came up with asked participants to upload their “Filipino Fusion Cuisine” recipes and accompanying photos directly to our company Facebook page. Using the Wyng Platform we were able to garner interest in McCormick Filipino recipe mixes among our target audience from both participants in the contest



McCormick's Photo + Video contest collected hundreds of fan submitted recipes in a beautiful interactive gallery

and visitors who were interested in trying out one of the recipes. This strategy helped us capture a ton of recipes and interested consumers in a relatively short span of time and in the most cost-efficient way.

In addition, to help further encourage consumers to enter, we gave away free McCormick Filipino recipe mixes and encouraged small groups to transform their kitchens into competition arenas to inspire creativity and trial the products. To help generate a good number of unique fusion food recipe entries across Canada, we also offered incentive prizes to each of the winners.



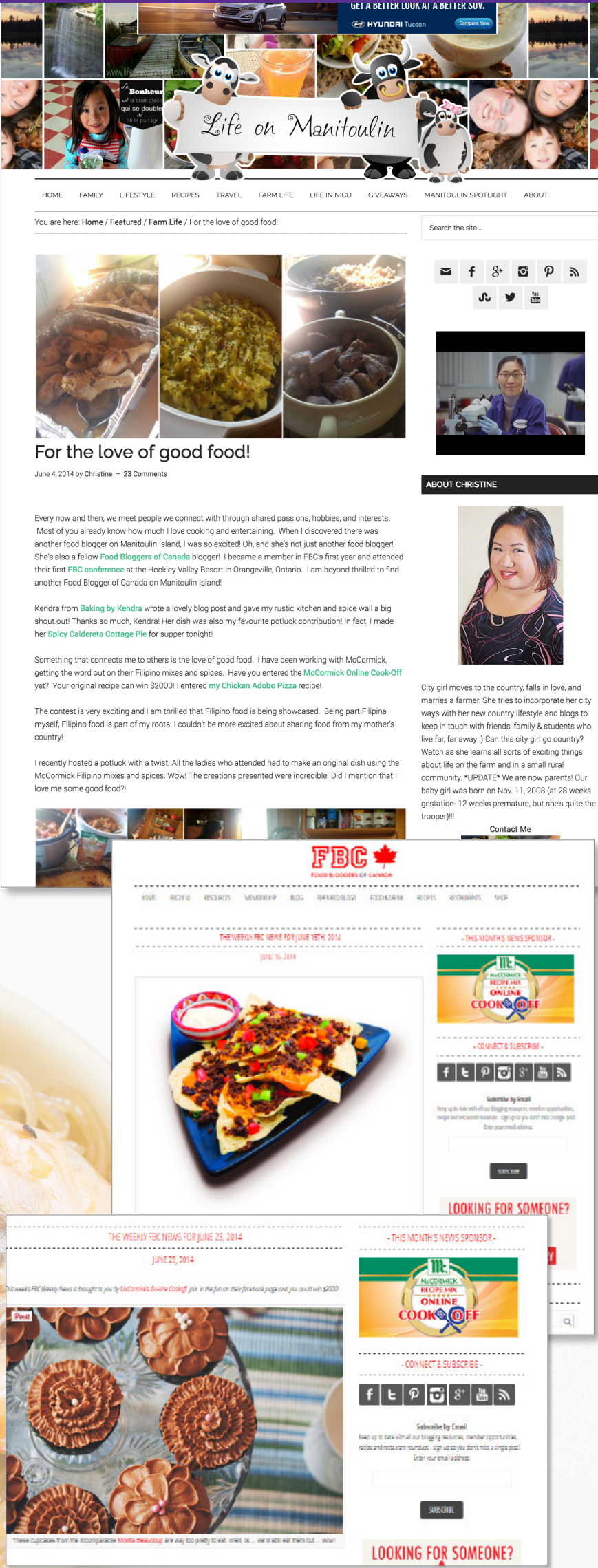
To ensure we reached the correct market for this contest we ensured all of our sponsored ads and suggested ads were targeted specifically to this newly created segment. In addition, due to the virality of this contest, word-of-mouth and social media influencers across Twitter, Facebook, Pinterest and blogs helped spread awareness of this campaign.



## Pro Tip

“With the increasing demand of consumers for digitally savvy campaigns, advertisers now have their work cut out for them. Previous experience and research insights prescribe that utilizing platforms like Wyng does not only guarantee an aesthetically appealing campaign, but also secures the collection of relevant data and statistics that improve consumer experience and raise the bar of industry performance benchmarks.”

Anna Maramba, AV Communications



Above: Paid ads and blog influences helped drive the awareness of this campaign



In the 3 months we ran this campaign we gained...



McCormick®

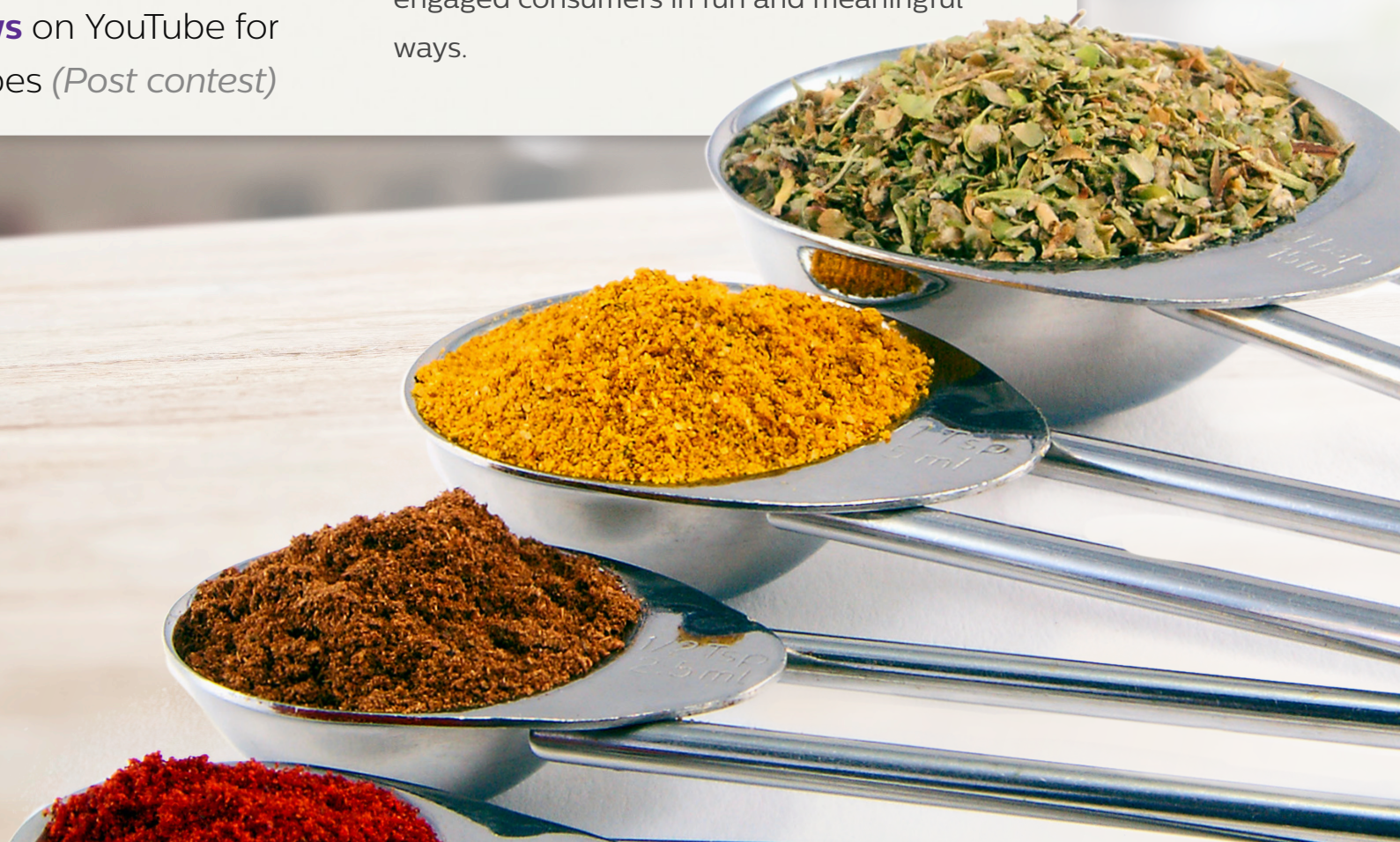
## McCormick Online Cook Off

### Results

- ✓ **130+ Pieces of consumer content**
- ✓ **19,780 Votes**  
(697% Greater than online cooking contest benchmarks)
- ✓ **25,444 views**  
(438% Greater than online cooking contest benchmarks)
- ✓ **37% unit sales growth**  
vs. previous year
- ✓ **232,913 views** on YouTube for top two recipes (Post contest)

The campaign was a raging success! Not only did we receive a Bronze Summit Creative Award from Summit International Awards for this campaign, but also received a Bronze Award in the Experiential Category from Marketing Awards, a 93-year-old Canadian award tradition. This campaign allowed us to expand our reach and capture the excitement and business of an entirely new market.

We expect to capitalize on this success in the future and continue to interact with our most engaged consumers in fun and meaningful ways.



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Wyng is a marketing platform for brands and agencies to build and run campaigns that drive participation and elevate consumer influence. We powered the first Super Bowl hashtag commercial in 2011. Since then, we've continued to evolve our platform to align with shifts in consumer behavior through a robust library of campaign templates. We help brands create communities, what we call tribes, bound by affinity and connection. Wyng is headquartered in New York City.

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