

# HONEYBAKED

## Problem

How does a company stay top-of-mind during the holiday season?

## Solution

Use OOH formats along high-traffic routes to reinforce brand awareness.

## Background

HoneyBaked wanted to be top-of-mind for the holiday season to ensure consumers remembered them when planning events and meals for Thanksgiving and Christmas.

## Objective

The objective was to increase brand awareness during the months of November and December.

## Strategy

In addition to selecting formats based on their proximity to HoneyBaked stores (within a 5 mile radius where possible), the campaign also used billboards to build brand recognition throughout each market based on the weekly impressions provided.

## Plan Details

Markets: Detroit, Dallas, Houston

Flight Dates: November 5 - December 30, 2012

OOH Formats Used: Bulletins

## Results

The agency reported that the client was extremely happy with the 2012 program.

Based on the success of the 2012 program, HoneyBaked has added additional markets for the 2013 campaign and increased budgets for Detroit, Dallas and Houston.

