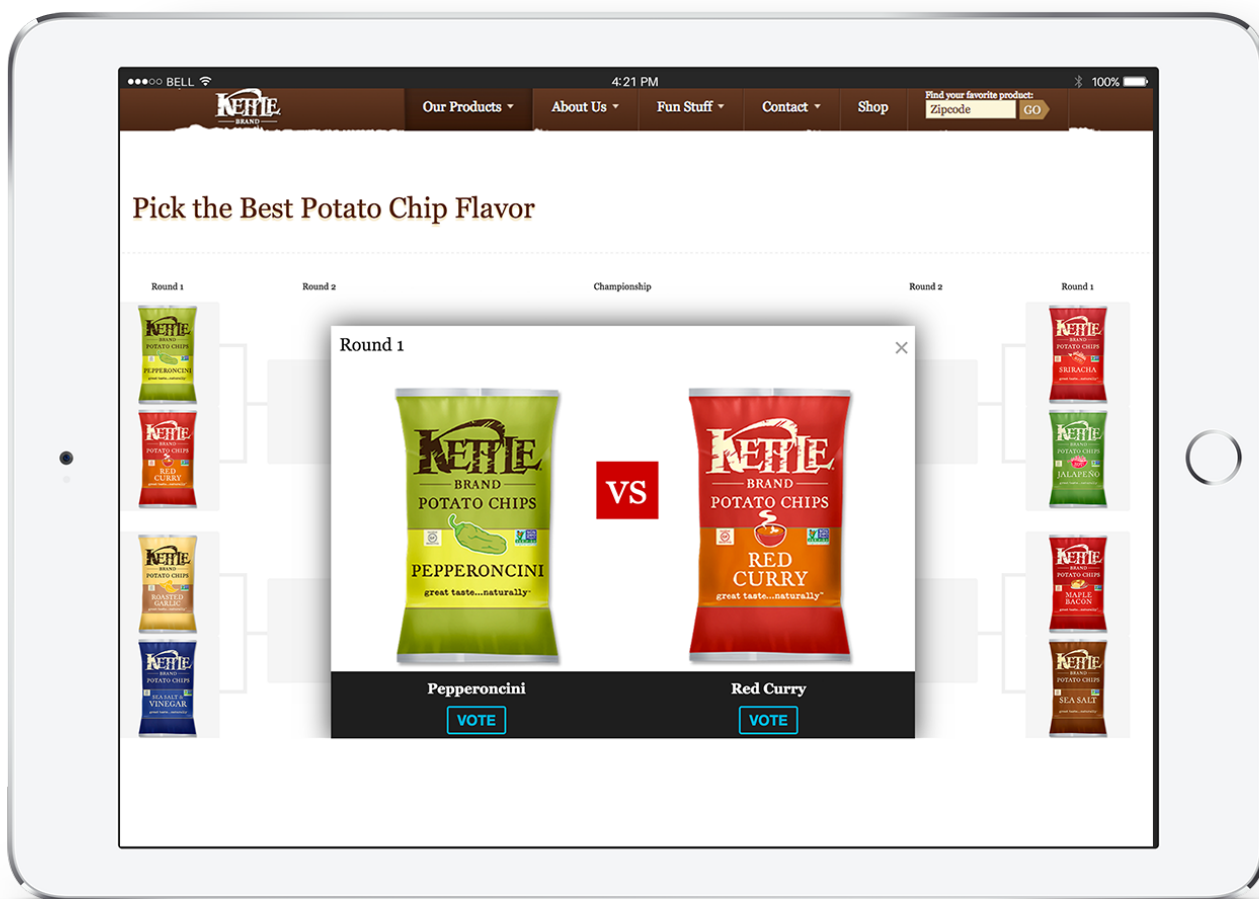




KETTLE CHIPS DRIVES EMAIL LIST GROWTH & REPEAT BRAND EXPOSURE

► OVERVIEW

Kettle Chips is one of the largest chip brands in the U.S. and carries over a dozen chip flavors. Having run various campaigns in social and email channels, they were looking for a unique, fresh and effective way to engage their users and drive more interest in their brand in a multi-channel campaign.



► GOALS



Generate new users
for their email list



Drive repeat brand
exposure for chip flavors



Try a unique concept with
their passionate fans

► APPROACH

- Offered products as **prizes incentivizing** users to sign up.
- Leveraged a size 16 voting bracket in email, social & web channels asking fans to participate by choosing their favorite chip flavors and sharing their picks.



► RESULTS & TESTIMONIAL

Close to
7,000
registrations

Users voting
164,000
times

70%
of users returned 2 or more
times to the campaign

30%
of users returned 10 times
or more!

"I just wanted to drop a note to say thank you again for your help getting us setup on the system. Kettle's Salty 16 is off to a great start and we just eclipsed 100,000 votes and there have already been a few upsets!"

Patrick Shea, Diamond Foods Brand Manager