

Lopez Foods, Inc. is an industry benchmark in food and plant safety, quality production, environmental protection and customer service. Currently, Lopez produces beef patties, ground beef and precooked sausages. In September of 2006, our agency was retained as Lopez's agency of record to provide market entry strategy and marketing support in launching their new brand, Country Cousin.

MARKET ENTRY STRATEGY

Faced with the challenges that new products experience when first entering the retail environment, I Imagine Studio was called upon to position the new brand in a way that would differentiate them from the competition. Through extensive research, we were able to carefully carve out an optimal target market and craft the Big Idea to reach them. By introducing the "Bring Breakfast Back" concept, I Imagine Studio helped Lopez to capitalize on the ancillary benefits of their product, including the health benefits of a balanced breakfast, the convenience of preparing it and an inherent family element. The "Bring Breakfast Back" campaign is anchored by the concept of giving families the time to share the most important meal of the day with the most important people in their life.

INTEGRATED ADVERTISING CAMPAIGN

I Imagine studio developed a comprehensive campaign including Print, Radio, Outdoor, Promotional, PR and Web-based elements. The marketing mix and media schedule were designed in conjunction with our research findings and demographic profiling to ensure that each vehicle was appropriate and the messages they carried were relevant and cohesive.

CONSUMER EDUCATION

I Imagine Studio developed the "Bring Breakfast Back" campaign with the intention of educating people on the benefits of eating a balanced breakfast. Furthermore, we aimed to tailor our messaging in a way that also communicated the benefits sharing breakfast with the family, as opposed to grabbing breakfast on the run or skipping it altogether.



BRING *breakfast* BACK!



COUNTRY Cousin

PORK SAUSAGE Patties

Why eat on the run when you can enjoy a fresh, wholesome breakfast at home? Country Cousin sausage patties are fully cooked and ready in just minutes! With Country Cousin, you can spend less time cooking and more time sharing the most important meal of the day with the most important people in your life.



COUNTRY Cousin

I want my breakfast BACK!

Why eat on the run when you can enjoy a fresh, wholesome breakfast at home? Country Cousin sausage patties are fully cooked, frozen and ready in just minutes! With Country Cousin, you can spend less time cooking and more time sharing the most important meal of the day with the most important people in your life.



COUNTRY Cousin Breakfast & Family Research Recipes Tips Resources

Bring Breakfast Back!

Nutritional Info
Top 10 reasons to eat breakfast

DID YOU KNOW?
Your breakfast should account for 25% of your daily calorie intake

Breakfast Recipes

GET COUPONS SEE LOCAL STORE POST YOUR FAVORITE RECIPES AND WIN A PRIZE

USDA



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