

# Adam and Tyler's Big Idea

In January 2008, Kraft launched their new 1/3 Less Fat Philadelphia Cream Cheese with a unique promotion entitled, “Breakfast from Heaven”, where on select JetBlue flights, passengers were offered a bagel, the new 1/3 Less Fat Philadelphia Cream Cheese and information explaining the new product. In addition, Adam Butler and Tyler Williamson, Philadelphia Cream Cheese Brand Team members, took to the skies, clad in white tuxedos, to connect first-hand with the brand’s target audience.

So that consumers could follow Adam and Tyler’s “Big Idea”, and to further support the promotion online, Kraft enlisted DEI Worldwide to create [www.adamandtyler.com](http://www.adamandtyler.com).

## Strategy and Tactics

The strategy behind generating word of mouth for Adam and Tyler’s Big Idea was to create a compelling story through a series of authentic blog articles and videos of Adam and Tyler’s interactions with consumers in the cities where they visited, in addition to polls where readers could vote for what Adam and Tyler did in the next city. Additional online buzz for the campaign was created by seeding the above-mentioned videos, as well as Bloopers, to YouTube in order to traffic back to [www.AdamAndTyler.com](http://www.AdamAndTyler.com).

DEI’s Marketing Associates created further word-of-mouth by engaging directly with consumers through Message Boards, online Chat Rooms, Instant Messenger and profiles on MySpace and Facebook.

## Results and ROI

- \* 535,088 direct online conversations in chat rooms, instant message applications and message board forums with a potential pass-along 1st generation reach of 2,675,440.
- \* 7,000 video views and 50,000+ blog views.
- \* 40 Blog Articles and 28 videos, written and filmed by the brand team, were posted on the MicroSite.
- \* Message board and blogging activity still continues to have life after the campaign.

**Client:** Kraft

**Agency:** DEI Worldwide

**Budget:** N/A

# *Case Study Library*



**Date of Campaign:** January 23 - February 15, 2008