

2022 HATCH AWARDS: Stop & Shop Pastrňák Pasta

Objective

When Stop & Shop approached Boston Bruins player, David Pastrňák, for an exclusive private brand product launch, deciding on the product was a no-brainer. David's on-ice nickname (and pre-game meal) is "Pasta". So, Stop & Shop and David launched an exclusive 88 cent (his jersey number) penne pasta available in Stop & Shop stores throughout Massachusetts, Rhode Island, and Connecticut.

AMP Agency was tasked with generating as many sales for this limited edition pasta as possible, as a portion of the proceeds from each 16 oz. box sold would go towards supporting pediatric cancer research and care at the Dana-Farber Cancer Institute (DFCI) and the Jimmy Fund. In order to drive those sales, our task was to create an engaging social media campaign to build excitement and awareness around the launch of the partnership.

Research

To begin this campaign, we sought to learn as much about David as possible. This involved studying his background and testimonials from his close contacts. David is known well for his fun and humorous personality (often wearing extravagant suits on game day), but what was even more compelling was his passion (and personal connection) to charitable giving. In 2013, David lost his father to cancer, whom he cites as the reason for his success in hockey. In fact, in addition to supporting DFCI and the Jimmy Fund, David is working with Stop & Shop to donate pasta to children in need in his native Czech Republic. All of this research and information about David helped inform our strategic approach to the assignment.

Strategy

Our strategy, "**David's pasta for the cause**", intended to take everything we learned about David and use it to create a campaign that felt right for him and for Stop & Shop. That meant balancing his fun and attention-grabbing personality with his personal connection to the cause. We also sought to recognize the long-standing connection between Boston sports fans and charitable giving, as well as Stop & Shop being known as DFCI's largest corporate donor (its customers and associates continuously rally behind the grocer's community relations efforts). We used all this to develop a targeted channel mix to locate the right section of sports fans and our brand's shoppers.

Execution

We created a campaign that introduced the pasta partnership to reflect who David is as a person and a sports figure in Boston: flashy, fun and full of personality, and genuine. We conceptualized a series of videos that featured David announcing his new product in unique ways all within the Bruins's practice arena. We worked with David's team to come up with the most David-like ways of playing pranks, goofing around, and showing off his shiny new box of penne. Time was of the utmost importance – we only had about three hours of actual shoot time with David – our in-house team was pressed to create three :15 videos in the most efficient way possible. Using hand and body doubles, an on-ice production team, a tight shot list and a very strategic schedule, we were able to get the most out of our time with David and capture the content needed to create all three videos and their :06 cutdowns.

To amplify these videos, we developed a paid and organic social media plan. From a paid media perspective, we launched all three videos as social ads across Facebook and Instagram, all driving to Stopandshop.com and encouraging purchase of this limited-edition penne. Organically, we posted the first video on launch day, while David simultaneously made an appearance at a local Stop & Shop store to surprise and delight customers. From there, we continued to promote our pasta by cross-promoting on our own social channels, David's social channels, as well as local influencer account, OnlyInBos.

Results

It was quickly evident that fans love pasta as much as they love "Pasta" -- with boxes of our limited-edition penne being wiped off of shelves -- 50% of inventory was sold within one month of the campaign launching.

From a paid media standpoint, our campaign delivered 4.7MM impressions and over 76.4K visits to Stopandshop.com. The media exceeded our campaign averages, generating a Cost per Order 14% more efficient than the other creative running that month, and a Video Completion Rate 44% stronger.

Beyond our paid media support, this big partnership created a big splash. The launch of this limited-edition penne pasta was picked up in over 60 news publications ranging from both national, regional, and local broadcast, print, and online articles including NHL.com, The Boston Globe and Barstool Sports -- which garnered an additional over 15MM impressions.