



Next Gen Deli Slices

CAMPAIGN CASE STUDY



**FOOD
COURT**
creative co.

THE OPPORTUNITY

As plant-based meat consumption became more mainstream with “real” meat-eaters, Tofurky knew it had the opportunity to grow its flexitarian audience.

In order to get grocery stores excited to place these new deli slices right next to their “real” meat counterparts, we refreshed the packaging to go all-in on the meatiness of the product. To launch this new product, we created a campaign that celebrated the mouthwatering meatiness of their next-gen deli slices with Tofurky's signature personality and wit

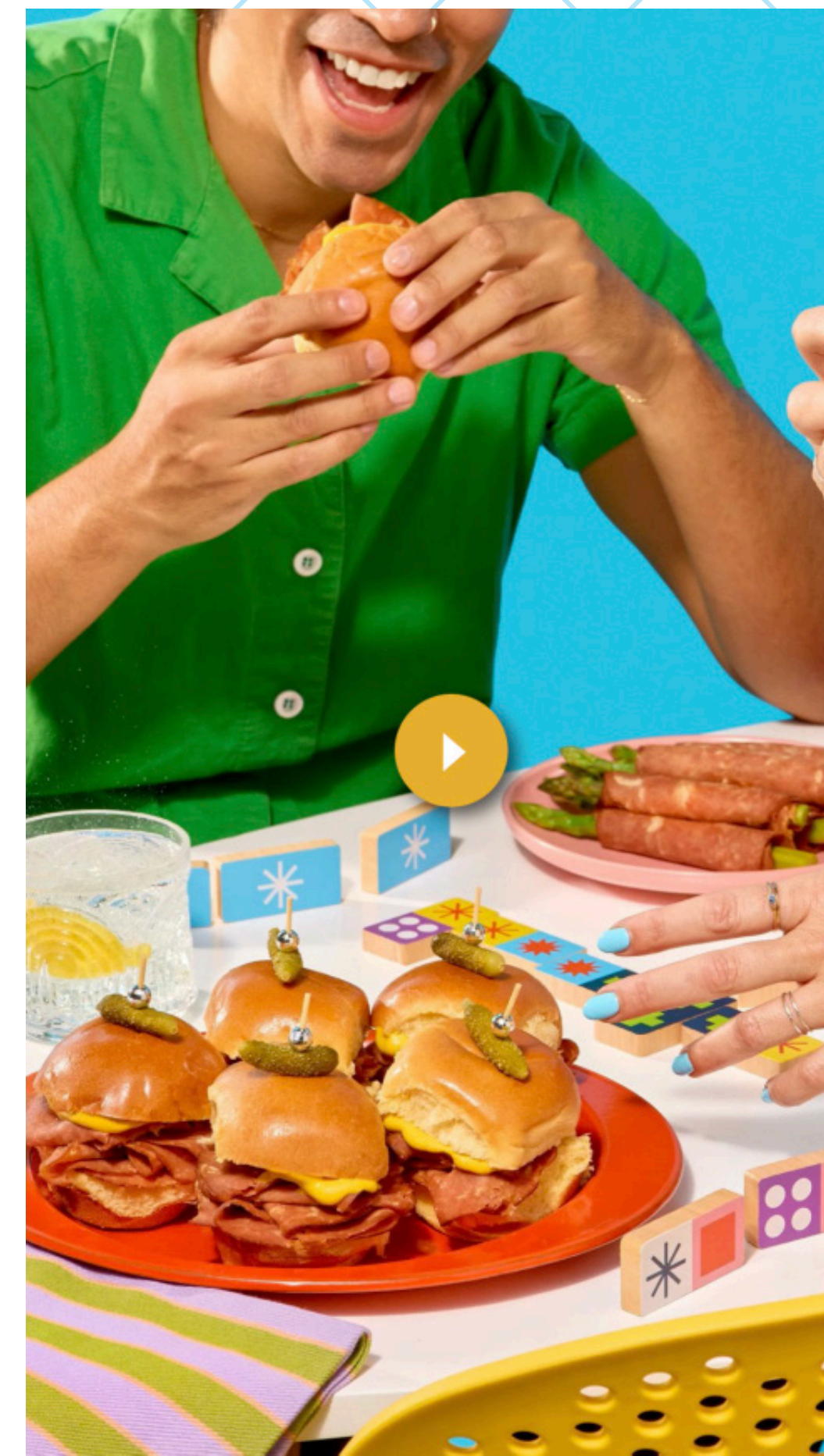
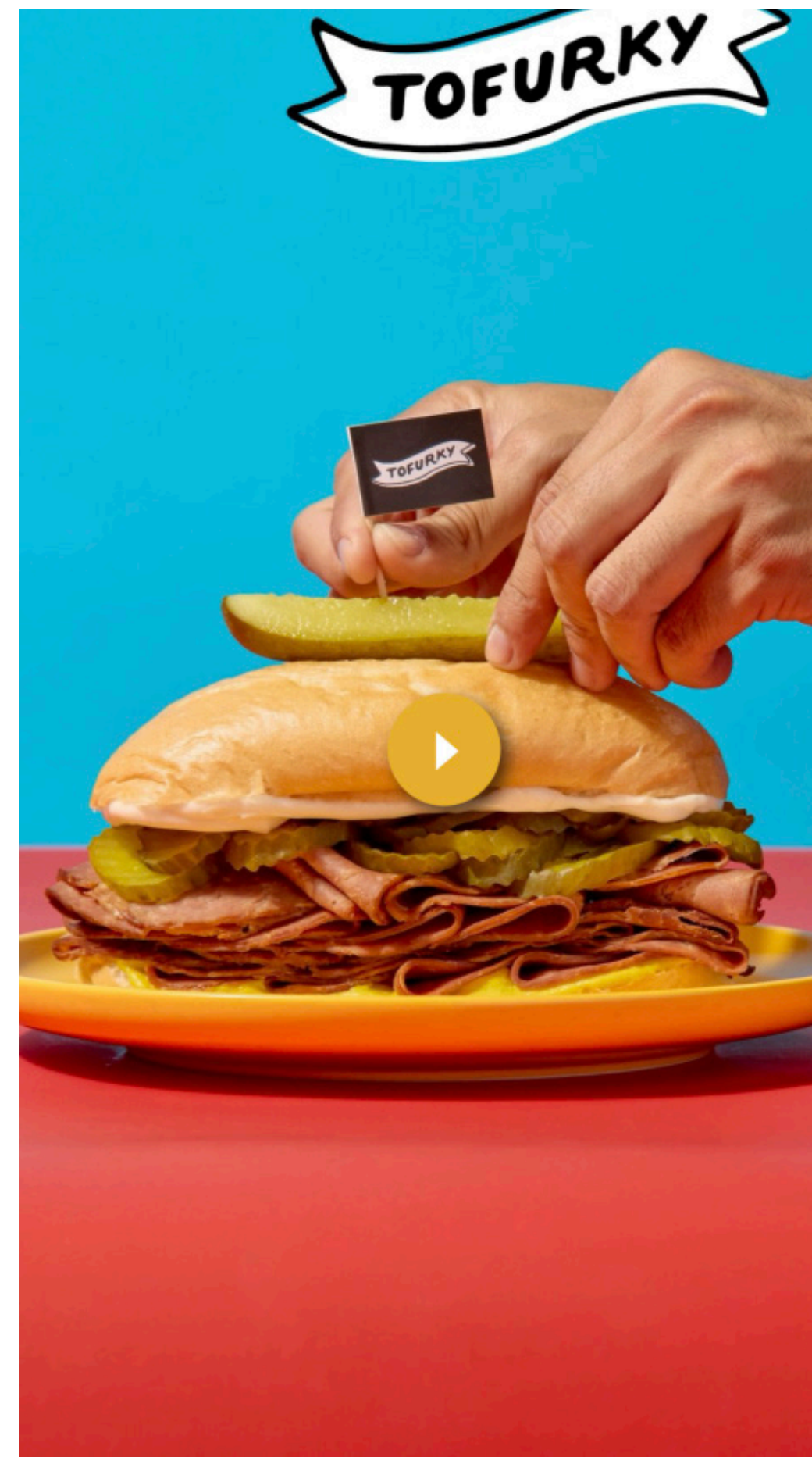
SERVICES

- Campaign Strategy
- Creative Direction
- Packaging Design
- Launch Campaign
- Photography
- Animation



TIKTOK & INSTAGRAM REEL VIDEOS

To raise awareness for this new product in key markets, we launched video content that showcased these new plant-based deli slices in quirky, lifestyle-driven scenes - from quick sandwich moments to shared charcuterie boards with friends.





**SUPER
MEATY**

**BUT ACTUALLY
PLANTY**

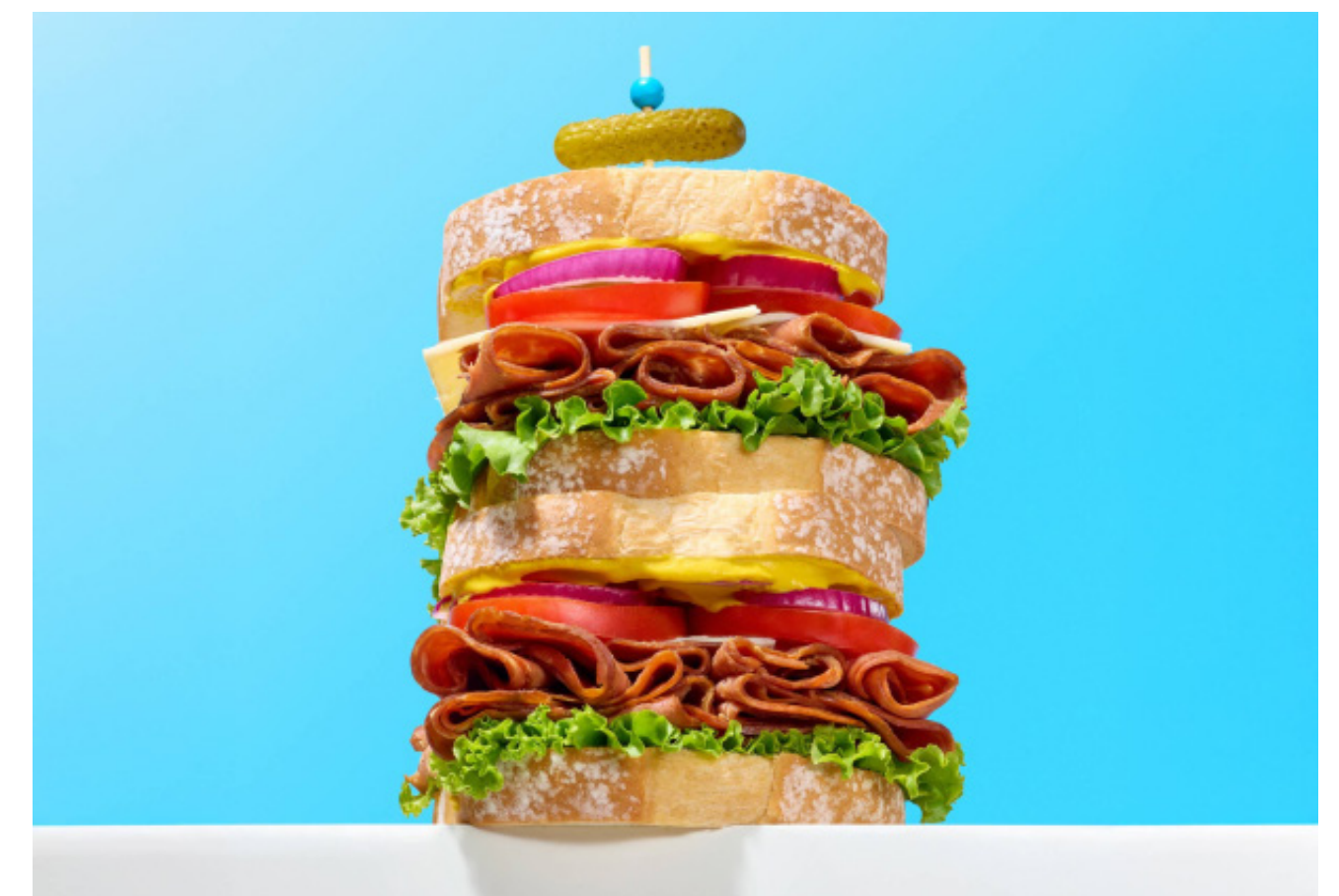
DIGITAL & PRINT ADS

To drive sales momentum as the new deli slices hit shelves, we strategically placed digital ads across key retailer websites and placed print ads in publications favored by flexitarian consumers.



SOCIAL CONTENT

To round out the campaign, we captured social-first content featuring everything from still photos to stop-motion gifs, highlighting the benefits and differentiators of these new deli slices.



TOFURKY

NON
GMO

KOSHER

PLANT
BASED



THE RESULTS

Plant-Based Meaty Results

By positioning Tofurky's Next Gen Deli Slices as a crave-worthy option for flexitarians, we helped drive significant business growth across retail and direct-to-consumer channels.

With eye-catching packaging design and a full-funnel creative campaign spanning strategic social, digital advertising, and print media, we successfully expanded Tofurky's reach beyond their traditional consumer base, proving that plant-based can be super meaty - and super successful.

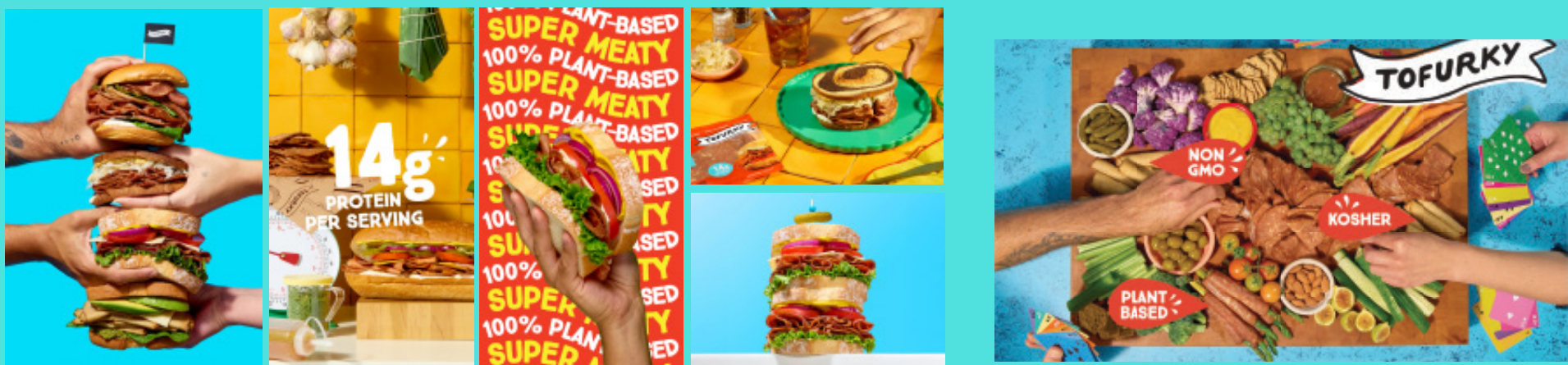
30% Increase
RETAIL VELOCITY VS.
PREVIOUS PACKAGING

4x
DTC ROAS
Industry Average: 2.5

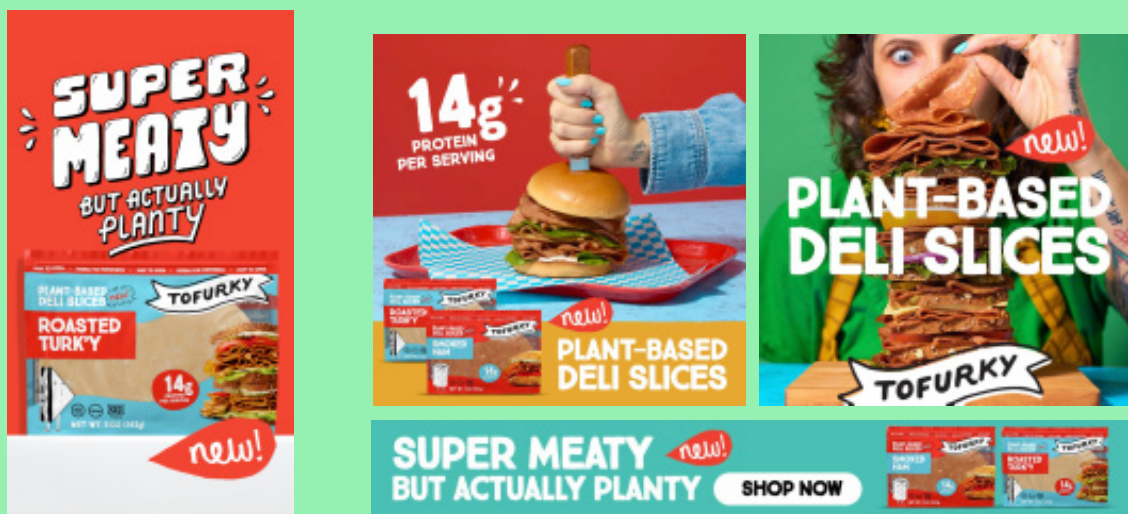
AWARENESS



CONSIDERATION



CONVERSION



FOOD COURT

We partner with ambitious food & beverage brands to create mouth-watering experiences that drive business goals on and off the shelf.

Salt and pepper to taste!



A hand with red-painted nails holds a single red cherry above a red, fluted jelly mold. The mold sits on a light blue plate. Three other cherries are scattered around the plate on a pink surface. A light blue fork lies to the right. The background is split into a light blue top half and a pink bottom half. The text "Your table is ready!" is written in a white, cursive font across the center.

*Your table
is ready!*