



THE DUKE'S COUNTRY SONG

BACKGROUND

Duke Mayo launched a new brand campaign, "Welcome to Duke's Country." Duke's Country is a place where Duke's fans could gather and proudly claim residence, letting their freak flags fly, and inducing FOMO to newcomers along the way. Our media mix called for radio. But when a campaign is all about Duke's Country, then a country song that celebrates Duke's Country makes a lot of sense.

EXECUTION

We made six :30 radio spots about Duke's Country. Then we asked ourselves, what if we also created a Duke's Country song you could listen to as you drove from one end of Duke's Country to the other. How long would it take you to drive that far? 23 hours. So we made a 23 hour song and put it on Spotify for Duke's fans. We made shoutouts to 15,000 cities and towns, recipes, coupons, jam sessions, and dozens of instruments. It took dozens of client approvals, dozens of recording sessions and hundreds of man hours.

RESULTS

We're proud of the monthly listeners on Spotify. The many folks at Kroger grocery stores who've heard the song over the loudspeakers there and for helping Duke's become the Fastest Growing Mayo Brand and now the 2nd largest in the market.