

# #CookingWithKnorrox

September 2019

## Case Study

Unilever identified a need to educate consumers about using the new low sodium Knorrox Soup Mixes and Stock cubes as an alternative to salt and wanted to start a conversation about the health benefits of adopting a low sodium diet, while reinforcing the “More Meaty Taste” messaging.

### Mechanic + Concept

Promos and short form recorded content features introduced radio listeners to Mama Ruth and her daughter, who shared their favorite recipes. Each episode’s content was grouped and themed according to a mealtime (i.e. Ep. 1 - Breakfast, Ep.2 - Lunch and Ep. 3 - Dinner) and in the content Mama Ruth shared a recipe, a health benefit linked to one of the ingredients and promoted the Knorrox Low Sodium Soup Mixes and Stock Cubes as an alternative to salt. To drive purchase, a client-side USSD competition engaged listeners by asking them to purchase either the 400g or 750g Minestrone or Spicy Chicken variants of Knorrox soup and answer a True or False question linked to the content, to stand the chance to win. Social Media amplified the call to entry with weekly posts that included the competition question and USSD entry mechanic. Winner details were shared on each stations Facebook page.

### Engagement and Reach

Radio reached over 22 million listeners across 5 regional radio stations (Ukhozi FM, Lesedi FM, Umhlobo Wenene, Motsweding, Thobela) and 6806 USSD entries were received. Station social media reach totalled 391 031 with 15913 engagements - building brand affinity and awareness in the target market.

### The Results

Using a shorter 2-minute format as the branded content vehicle allowed for the audience to retain and recall key take-outs from each episode and amplified the brand message “More Meaty Taste Less Salt” without using a hard sell approach.

The authentic and relatable characters resonated with the listeners and delivered the brand story in easy, bite sized pieces of radio content.