

Pour Your Heart Out: Woodland Dairy's campaign to share its goodness

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The First Choice Custard 'Pour Your Heart Out' initiative is one way Woodlands Dairy showcases its brand ethos, and how important it views giving back to communities.

“We believe in operating our business in a way that spreads the greater good for people, the planet, and producing high-quality products that consumers love,” comments Tinus Pretorius, GM sales and marketing, Woodlands Dairy. “It’s an extension of our brand story to be able to allow others to show their appreciation, just as we appreciate those who work to get great products from the farm to the shelf.”

Working with Boomtown on the strategy to inspire heartfelt gestures, Woodlands Dairy wanted to link goodness of kindness with its First Choice Custard product. The aim being to encourage consumers to purchase First Choice Custard, and bring the values of the campaign, into their home.

The campaign and mechanics

Consisting of print and TV advertising, use of First Choice’s social media platforms, and on-pack promotion, Pour Your Heart Out was easy to enter and participate in. Consumers then could SMS a short-code to submit what their heartfelt gesture would be. Five winners are then announced fortnightly, each winning a R20,000 heartfelt gesture.

“Consumers like brands which do good, and those which take its vision and mission off the paper and into the real world,” comments Boomtown Business Group Head, Ebert Grobler. “A campaign that’s in its third year, and proves itself as a positive, brand-building campaign that also has a positive impact on product sales. Last year, First Choice Custard sales increased by 30% when comparing December 2015 – February 2016 to the same period in 2014/15.”

First Choice’s heartfelt gesture

One organisation First Choice supports is the Friends of the Children’s Hospital, the lead organisation providing non-medical support to patients, their parents and caregivers at the Red Cross War Memorial Children’s Hospital. “Each Pour

Your Heart Out campaign sees us also support this wonderful organisation,” comments Pretorius. “And for 2016, rather than make a financial donation, we will be sponsoring various marketing tools for Friends of the Children’s Hospital to use to publicise their work, and create awareness to increase the number of volunteers they have, as well as much-needed donations.”

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