

AGRIFOODS

THE CHALLENGE Even though the agriculture industry in Newfoundland & Labrador was valued at an impressive \$500 million and directly employed some 4,500 people, there was plenty of room for growth. Dory set out to stimulate more interest in the industry and to create an overall positive recognition of its products.

THE STRATEGY We developed a mass-reach advertising campaign for Newfoundland & Labrador Agrifoods, designed to encourage consumers to buy more locally grown or produced foods. The campaign included 18 television spots featuring down-home comedienne Amy House interviewing Newfoundland farmers about the merits of “buying local”. A series of 10 print ads was also created. Throughout the campaign, Dory delivered the following:

- Communications strategy
- Creative development and execution
- Media planning and buying
- Pre-campaign tracking study
- On-going campaign management

THE RESULTS The campaign launched across Newfoundland & Labrador in June 2007. Thanks to advertising as fresh as local veggies, the response was exceptional. The use of real farmers, in particular, allowed the spots to connect immediately with Newfoundlanders and also earned high praise from the agriculture industry. Due to its success, the campaign was expanded to include numerous point-of-purchase pieces.

Print, Outdoor, Guerilla

Agrifoods - Newspaper



Agrifoods - Floor Decal



Agrifoods - T-shirt