



BPA-FREE LAUNCH CAMPAIGN



By creating a visually dramatic campaign to communicate the brand's strength and durability, JohnsonRauhoff provided Rubbermaid Commercial Products with impactful images that were utilized to generate buzz in trade print, online banner advertising, and a myriad of sales collateral, as well as being featured on the PR Newswire electronic billboard in New York's Times Square.





ABOVE ALL ELSE, RESULTS®

SITUATION

Rubbermaid Commercial Products planned to unveil the industry's first-ever BPA-free commercial foodservice product line at the 2012 National Restaurant Association Trade Show in Chicago. Campaign communications needed to draw attention, spread awareness, and drive sales—before, during, and after the event.

OBJECTIVES

- Generate awareness, consideration, and trial
- Educate the trade on the importance of BPA-free products
- Establish RCP as a partner with the smartest solutions

STRATEGY

- Create a visually dramatic campaign featuring professional acrobats appearing to perform daring stunts while balancing on stacks of RCP product to reinforce the brand's strength and commitment to durability for the tough demands of the foodservice professional
- Incorporate messaging that RCP as a company is developing a sustainable, durable BPA-free solution that supports overall health and wellness, making them the ideal partner for the smartest solutions
- Trade sampling program and extreme product demonstrations to encourage product adoption

TACTICS

- Dramatic and impactful acrobat campaign
- Trade print and online banner advertising
- PR Newswire electronic billboard in New York's Times Square
- Trade show graphics, banners, and collateral
- Free trial offer and "extreme strength" product demonstrations

