

## **Johnsonville connects with Canadians over hockey, multicultural meals and backyard barbecuing**

Canadians know that making food delicious is all in the details. That's why Johnsonville, the biggest sausage brand in the world, is deepening its connection with Canadians, and aiming to increase its sales volume in the country, with a new campaign celebrating its rich history as an experienced, successful and the most authentic purveyor of quality sausages.

Johnsonville's campaign aims to surprise and delight Canadian consumers through multiple touchpoints. They include a TV spot and print ads that take Canadians back to Johnsonville's humble, small-town beginnings 70 years ago, noting that while the butcher shop where it was born might have changed quite a bit since then, the family recipe that gave birth to Johnsonville's sumptuous sausages has stayed exactly the same.

"In our research, we really wanted to understand if Canadians would be open to buying sausage made in America," said Bob Fitzgerald, Director, International Business Development, Johnsonville Sausage. "We were glad to find out they just want a brand that cares as much about quality and freshness as they do, which is certainly true of Johnsonville and has been since 1945."

The campaign also includes a significant social media component that's being brought to life on platforms including Facebook, Twitter, Pinterest and Johnsonville's mobile-optimized website, which will launch at the end of June. It will share content that, while telling the Johnsonville story, uses four other key storytelling themes — the unique flavour of Johnsonville, the backyard experience, the big game at home and a multicultural feast — to promote things like recipe inspirations and barbecue tips.

Like most Canadians, Johnsonville values community, camaraderie and good food. Knowing that hockey is the great Canadian pastime, and that Canadians like nothing more than coming together over big hockey games in particular, the campaign is significantly leveraging the atmosphere and fandom that comes part-and-parcel with the Stanley Cup playoffs. Johnsonville's spring and early summer TV ad buying strategy centres on the playoffs, and social media is being used to share with Canadians perfect game-time meals, demonstrating that along with the barbecue, Johnsonville sausages are the perfect companion for watching the big game at home.

Canada is a country of diverse food sophistication, where Canadians can draw upon a rich history of multiculturalism to find fantastic recipes. To that end, Johnsonville's campaign will also use social media to serve up some multicultural recipe suggestions like: serving pirogies accompanied with Johnsonville sausages; exploring the flavours of Portugal with Johnsonville sausages, a dash of piri piri, a bit of bay leaf and a sprinkle of paprika; and spicing up spaghetti with Johnsonville's Italian meatballs. In particular, Canadian foodies can flock to Johnsonville's Twitter account, @JohnsonvilleCA, every week for #foodiefriday to find a digital smorgasbord of inspiring recipe ideas.

Johnsonville knows that, as avid foodies, Canadians take the quality of their food very seriously. By focusing on its rich history, and demonstrating that everything Johnsonville is and everything it does goes into its sausages, Johnsonville wants Canadians to know that its commitment to quality and authenticity is paramount. The campaign is currently in market and will continue to run through the end of the year. The campaign was created in partnership with Milwaukee-

based Cramer-Krasselt, Toronto-based Matchstick and Montreal's Braque, which adapted the campaign for French Canada.

Links:

Facebook: <https://www.facebook.com/JohnsonvilleCA>

Twitter: <https://twitter.com/JohnsonvilleCA>

Pinterest: <https://www.pinterest.com/jvillesausage/>

Website: [www.johnsonville.ca](http://www.johnsonville.ca)