



Two Irish-American Brothers began curing and selling fresh and smoked pork products to local grocery stores in 1931 which grew into the Clougherty Brothers Packing Company later rebranded to Farmer John in 1953. In the late 1950s, Farmer John becomes the newly official Dodger Dog hot dog maker that leads to a cult following. The second generation takes over the family business in 1978 and expands the brand to include Red Hots smoke sausage, maple bacon and maple breakfast links. In 2004, Hormel buys Farmer Johns and then in 2014 Farmer John purchases Saag's specialty and premium meats which further expands capabilities.

The Opportunity

Farmer John now has the capability to introduce new products: chicken sausage and jalapeno bacon to the marketplace and the opportunity to strengthen its customer base with younger consumers and contemporize the brand while remaining true to its 80 year heritage.

The Approach

Farmer John teams up with Golin Harris, Davis Elen and Guge Marketing to develop a multi-state plan to introduce new products: chicken sausage and jalapeno bacon and bring Farmer John to life in a contemporary style. With a media spend of \$1.2 million the campaign concentrates on the baseball and grilling season to maximize product sales. The campaign primary targets are women 25-49 with secondary targets men 25-54 and acculturated Hispanic consumers. The campaign strategy is to focus on the consumers' passion for bacon and sports.

The Results

The campaign grew overall retail volume and corresponding gross margin volume by 10% and drove new product growth by \$7.5 million. Younger consumer interest was tracked through website and recipe usage. Additional revenues help bolster the company's revenues and in 2017 Farmer John was acquired by Smithfield for \$145 million in cash.