

Kraft celebrates Valentine's Day with cause marketing

NORTHFIELD, IL: Kraft Foods celebrated Valentine's Day with a cause marketing Twitter initiative to help feed the hungry with its Macaroni & Cheese brand.

The "Golden Voice of Love" campaign, created by the brand's advertising AOR CP+B, asks fans to tweet about Valentine's Day using the hashtag #VoiceOfLove. For each tweet, Kraft will donate 100 boxes, up to 100,000 total, of its Macaroni & Cheese to hunger relief organization Feeding America. "Golden Voice" Ted Williams, himself formerly homeless, will monitor the tweets and send a video of himself reading messages he likes in his radio voice to the author.



"We really wanted to do something with [Williams] that was tied into helping people out and taking his pretty amazing gift, which is his voice and his charisma, and giving something back," said Tom Markham, creative director at CP+B.

Noelle Omara, senior brand manager of Kraft Macaroni & Cheese, said the brand decided to use social media because it already has a big online following and it's "absolutely one of the best ways" to connect with consumers in real time.

"The goal is to spread some love over Valentine's Day, and it's also a great way to be able to give back," she added.

Since launching February 12, the campaign has produced more than 250 videos, which have been uploaded to the "KraftMacN Cheese" YouTube channel and its Facebook page, said Markham. The brand's Twitter account has more than 4,000 followers, and its Facebook page has more than 700,000 "likes."

To spread the word about the campaign, Omara said Hunter PR, Kraft Macaroni & Cheese's PRAOR, is reaching out to various bloggers, such as those in the mom and food categories, as well as national media.

She added that the brand has also seen "a lot of traction organically in the social space."

Kraft will also tease its new Macaroni & Cheese commercial, featuring Williams' voice, on YouTube and Facebook, said Omara. The advertisement will air on ABC on February 26 during the *Academy Awards*.