



## EAT YOUR TWEET

Soup brand flips bad publicity, using direct mail to turn haters into eaters.

In September 2019, a prime-time TV documentary investigated mass-market soups and revealed to six million viewers the hidden sugars, additives and artificial flavours they were consuming. Bad buzz erupted all over Twitter, and there was talk of boycotting packet soups.

This was doubly bad news for Liebig: the soup maker had planned to launch a range of 100 per cent natural soups only a few weeks later. The challenge was to get people to try the new soups despite the damage done to the brand's reputation.

The idea was to flip the bad publicity and turn Liebig haters into Liebig eaters. Hundreds of those who had tweeted bad things about Liebig ["I'll never buy Liebig again," "Honestly, Liebig soups make me want to puke."] were mailed a carton of the new soup along with their tweet printed in alphabet pasta. Liebig's critics were asked to add the pasta letters to the soup, eat their tweets and discover for themselves that the new soups were completely natural and very tasty. Spoonful by spoonful, critics became fans.

The idea led to more than 20 million media impressions and was widely praised in the French media. Sales went from -8.6 per cent to +4.6 per cent. Boldly inviting people to eat their words turned a food crisis into an appetizing opportunity.

**COMPANY:** Continental Foods | **PRODUCT:** Liebig soups | **COUNTRY:** France | **AGENCY:** CLM BBDO | **TEAM:** Creative Directors: Benjamin Dessagne, Stéphane Santana Creatives: Ronan Coursin, Damien Veillet | Art Director: Francis Pluntz | Head of TV Production: Isabelle Darroman | Producers: Pierre Boudin, Adam Araujo | Production Company: WOLFGANG | Strategic Planning Director: Corentin Monot | Commercial Directors: Meigge Sauvaget, Ani Radonova | Group Leader: Antoine Victor | Strategic Planners: Bastien Beuriot, Margaux Grenouilloux | Communication & Influence Manager: Marion Weill-Collange | Head of Social Media: Fabio Iazzetta | Social Media Consultant: Youcef Boualem

[canadapost.ca/incite](http://canadapost.ca/incite)

TM Canada Post Smartmail Marketing; Smartmail Marketing; Connect.Captivate.Convert.; and the Wing in Circle Design are trademarks of Canada Post Corporation.



**Smartmail Marketing™**  
Connect. Captivate. Convert.