

# TOAST IN TOUGH TIMES

Brand raises a glass to global health during pandemic.

We may have been physically distant in 2020, but one of the largest supermarket chains in the world wanted to make sure we remained socially connected as we rang in a second year of pandemic.

In December 2020, the Carrefour Group demonstrated its commitment to our collective health with an integrated campaign built around the most universal toast in the world – “Salud!” or, “To your health!”

The company composed a 30-second video showcasing images of warmly lit intimate moments among family and friends backed by swelling music and hopeful messaging, “This year, we understood that all the good we dream of by toasting is only possible with a word. Those close to you, look into their eyes and say out loud – Salud!”

The television spot was supported by social media and in-store promotion and amplified with a direct marketing campaign that looked to make its own connections between brand and audience.

Carrefour mailed high-value customers and brand influencers across Spain a bottle of Cava sparkling wine, two glasses and an invitation to toast. They were encouraged to post their toast with #TheMostImportantToast.

All told, the multi-channel campaign reached 31 million people and boasted a 76 per cent positive sentiment.

In raising a glass to the world, the chain dramatically raised awareness of its brand globally. Salud, indeed.



COMPANY: Carrefour Group | PRODUCT: Carrefour | COUNTRY: Spain | AGENCY: Shackleton | TEAM: Executive Creative Direction: Nacho Guilló | Creative Director: Tania Riera | Direct Marketing: Antonio Herrero, Clara Fernández, Pablo de Castro | Audiovisual Production Team: Manuela Zamora, Cristina Cortizas | Director: Paco Carpio Postproduction: Paloma Martín, Juan Manuel Acosta | Digital Production Team: Lucía García, Patricia Torregrosa | Graphic Studio: Josué Hernández | General Manager: Lucía Angulo | Account Team: Magalí Cuccorese, Rafael Alarcón | PR/Social Media: Eva Calo, Auxi Gutiérrez, Alberto González

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