

LET THEM EAT CAKE

Vachon lets customers decide which treat tops in tastiness.

In a colourful, light-hearted campaign developed by Cossette, the Canada Bread snack brand Vachon tapped into the nostalgic notions and competitive spirits of its customers to settle the issue of which of the Quebec-based company's treats was tops in tastiness. Eleven of the company's best-known [and best-loved] cakes were put to a vote, including Passion Flakie, Jos Louis and Ah Caramel!

Using out-of-home signage and social posts, Quebecers were urged to support their favourite by casting a vote online, purchasing a box at the grocery store or sharing their pick on social networks. The campaign caper was a 60-second online and television spot in which co-workers, couples and friends debated the merits of each cake.

This light-hearted customer debate succeeded in reigniting emotional connection to and conversation about the products. To further bring the vote to life, Cossette created an *edible wall* on a Montreal street, featuring 1,000 packages of the different snack cakes. In December 2019, Ah Caramel! took top honours as the company's best cake, an announcement celebrated across social media.

That spring, amid the province's emergency measures to combat COVID-19, the brand looked to "share the joy and comfort that only a box of Ah Caramel! can bring" by reaching out via Canada Post Personalized Mail™ to deliver a box of the winning cakes to the homes of 42,000 customers who participated in the survey.

Perhaps comfort food has never been so comforting.



COMPANY: Canada Bread | PRODUCT: Vachon Ah Caramel! | COUNTRY: Canada | AGENCY: Cossette | TEAM: Strategy: Michel-Alex Lessard, Sophie Giroux | Creative: Anne-Claude Chénier, Patrick Michaud, Christine Girard, Marc-André Lafrance, Guillaume St-Hilaire, Nicolas Doyon, Camille Lévesque, Marc Lessard, Anik Meunier-Tremblay, Cameron Hudson, Alexis Cadieux, Marc Fabien, Mélanie Delisle | Community Management: Annie Robitaille | Product: Sophie Couvrette, Johanie Gonneville | Digital: Marie-Bénédict Jacquemin, Caroline Matter, François Lavigne, Belinda Potvin, David Fréchette | Production: Stéphanie Côté | Production House: Cinélande – Nick Jolicoeur | Director: Jean-François Asselin | Sound: Apollo Studios | Public Relations: La force du collectif – Axelle Techer | Media: Spark Foundry – Valérie Jolivet | Activation: Publicité Sauvage