

THE HEAT IS ON

American Garden delivers a spicy sales pitch to influence buyers.

American Garden is a popular culinary brand in the United Arab Emirates. Although its best-selling products included a range of condiments, the brand's hot sauce ranked relatively low. Sales came mostly from restaurant bulk orders, and big brands like Tabasco dominated the hot sauce space. American Gardens needed to persuade the hospitality industry to try and to buy its habanero sauce.

Habanero chili peppers are among the hottest in the world. More than a tiny drop might have fiery consequences. To attract the attention of existing customers, food festivals, top chefs, food bloggers and influencers, American Garden created a series of 10 miniature books. Each book by a different artist featured stories of tiny objects, events and mistakes that had huge consequences.

The Little Book of Big Consequences was mailed to customers and influencers along with a sample of the new sauce. This tiny collection of big stories cleverly communicated the American Garden habanero sauce brand values [cheeky, fun, potent] and the accompanying letter turned up the heat with a limited-time offer to sample and save.

It turned out to be a little mailing with big consequences, as 60 per cent of American Garden's trade customers placed orders for the new hot sauce. The hospitality industry took to social media to talk about the campaign and recommend the sauce to peers, amplifying the results and proving that hot news travels fast!



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