

SPREADING THE LOVE

Stonemill engaged online buyers with packs of lunchbox love notes to reinforce the convenience of its new, slow-crafted bread.

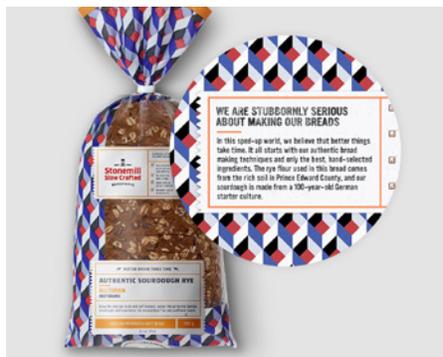
Food-conscious parents wanted an everyday sliced bread with artisanal qualities and nutritional value. However, the supermarket shelves only offered mass-convenience or artisanal bread. Like beer, there was an opportunity to challenge the existing offering and own a craft space in the bread aisle. With sliced bread volume in decline and an industry looking for a new standard, Stonemill Bakehouse proved that where fast bread dominated, slow bread could prevail.

Relaunching as the slow-crafted bakehouse, Stonemill focused on its healthy heritage of bread that naturally ferments over time. The brand's new positioning of "slow-crafted enjoyment" addressed the changing food and lifestyle expectations of a different generation of shoppers who are turning away from commercial sliced bread.

With more parents shopping online for everyday groceries – without the exposure to in-store display – the brand wanted a way to reinforce its slow-crafted values. Preparing family lunches is typically a rushed affair. How could Stonemill craft some slow into the process and up the enjoyment of the lunch box reveal?

Taking advantage of back-to-school, the brand used values-based targeting to reinforce purchase decisions and anchor the brand in the home. Stonemill sent parents who purchased the bread online a package of slow-crafted love notes – adding a physical touch to online orders.

The Stonemill Bakehouse campaign saw a 23 per cent revenue increase for an investment of five per cent of category spend. Earned impressions on social media lifted total campaign impressions by 25 per cent.



Client: Stonemill Bakehouse | Product: Commercial Bread | COUNTRY: Canada | AGENCY: Mass Minority AGENCY TEAM: Chief Creative Officer Brett Channer | Creative Director Tyler Serr | Director of Art & Copy Gary Holme | Art Director Marina Kzouhan | Copywriter Roya Hakami | Designers Marina Kzouhan, John Tisdale Managing Director Christine McArthur | Campaign Manager Morgan Turner | Production Jack Taylor | Chief Media Architect Julie Myers | Media Technologist Jerry Teo | Developers Jacob Bondre, Robbie Barnett-Kemper.

