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DiGiorno Flatbread Melt Sampling - Case Study

Objective

As part of the national launch of their new microwavable **Flatbread Melts**, DiGiorno sought to put their product directly into the hands of on-the-go business professionals in Chicago, specifically targeting the trend-setting demographic.

The Event

Office Deliveries – WSJON selected properties with a large number of advertising, public relations, and higher education tenants and distributed a HTML email blast via the property management team inviting tenants to register for a free lunch delivery. After reviewing submissions, DiGiorno hand-selected 3-4 “target” companies in each building and delivered a free lunch of ready-to-eat **DiGiorno Flatbread Melts** to all employees.

Plaza Event – **DiGiorno** set up a full-service trailer with microwaves at Pioneer Plaza (401 N. Michigan Ave.) to serve a free lunch of **Flatbread Melts** for 3 hours during the business day. To help promote the event, **DiGiorno** purchased a week of advertising on WSJON’s network throughout Chicago.

Results

	# Events	Samples Distributed
Office Deliveries(Highly Targeted)	4	1,100
Plaza Event (11am to 2pm)	1	2,400*

*Number of samples distributed was directly dependant on preparation rate

