

Client: Orville Redenbacher - Pop Up Bowl™

Project Description

In May 2012, Orville Redenbacher launched a campaign promoting their new Pop Up Bowl™. Orville Redenbacher sent 250,000 full size microwavable popcorn pouches through newspaper distribution channels across Canada. The project and distribution were managed by Valassis Canada through their newspaper and door-to-door distribution channels.

Benefits

With the popcorn being glued onto a promotional carrier, Orville was able to promote a "how to" section on how to use this new product, where to purchase and a price point. We were able to automate the gluing and placement process of the popcorn onto the carrier. This automated solution offered tremendous cost savings, as the alternative would have been manual assembly. Valassis was able to efficiently deliver through their channels across Canada in a successful, timely launch that coincided with television and other running ads.

Problems & Solutions

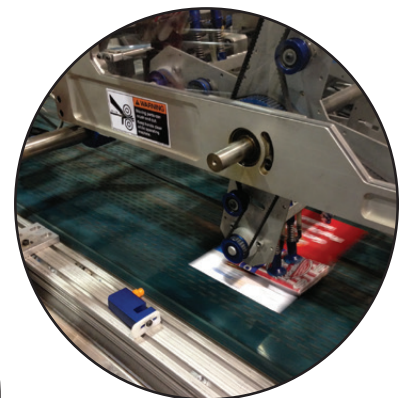
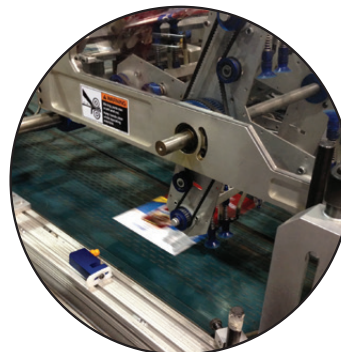
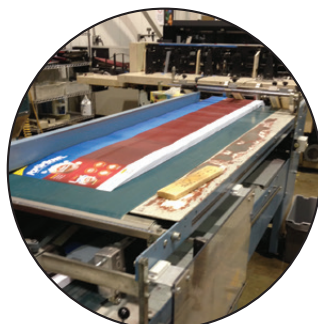
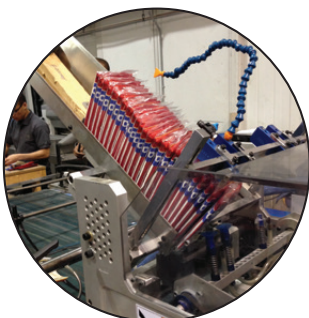
Initially there were issues in automating due to the inconsistent thickness of the popcorn packages and cellophane plastic that wrapped the popcorn; we were able to perfect the placement with modification to the system.

Production Specifications

Quantity: 250,000

Carrier: 13" x 7.5" 10pt 4/4 Gloss AQ

Popcorn: 4" x 6" Popcorn pouch - 4" x 7" With cellophane plastic wrap



Specialty Finishing equipment in use.