

Cans Get You COOKING®



Campaign Style Guidelines

Updated 2/23/15

Campaign Overview

Following please find information about the Cans Get You Cooking® campaign and how to utilize the campaign assets – both logo and messaging – to best serve the campaign’s objectives and resonate with your customers.

Cans Get You Cooking is a multi-year marketing campaign that includes national network television sponsorships with multi-channel platform extensions, national earned media outreach and events, and retail promotion support periods with customizable assets.

The program is uniquely designed to increase canned food usage over time – not just getting cans into the pantry, but out of the pantry and onto the table.

We achieve this in part by educating consumers about how the seal of a can guarantees nutrition, freshness, flavor and fantastic convenience – everywhere, every time – that no other package provides. They are more successful when they have the can on hand!



Visual Identity: Logo

The “Cans Get You Cooking” logo is a simple yet bold type treatment in orange. When grayscale is necessary, the logo should be rendered in 100 percent black (100K). Always use logo with “Visit CansGetYouCooking.com” call to action – unless the link is prominently featured elsewhere on the page.



Messaging: Long Form

The campaign and its messaging builds on the insights from comprehensive values-based consumer research studies revealing consumers' strong, positive associations with canned food. To understand the richness of our story, please see the long form messaging below.

Message 1: Cans seal in nutrition, freshness and flavor, naturally.

- Fresh fruits and vegetables are harvested at their **peak of ripeness** and **canned within hours**, making the can one of the best ways to **lock in nutrients** and get food **from its source to your family table**.
- Like the home canning process, canning **seals in food's natural goodness** and nutrition so it's **there for you any time**.

Message 2: Canned foods can be a hallmark of a healthy diet.

- Canned produce is **on par nutritionally with fresh and frozen varieties**, and in some cases even better
 - Studies conducted by researchers at Michigan State University, UC Davis and Oregon State University all concluded that canned foods have similar (or better) nutritional profiles as their fresh or frozen counterparts.
- People who **frequently eat canned foods** may have **healthier diets** than people who don't.
 - An analysis of NPD data shows that adults and children who ate 6+ canned food items over two weeks were more likely to meet or exceed their recommended daily allowance for 17 essential nutrients than those who ate 1-2 canned food items over the same two-week period.
- Canned foods play a big role in **helping registered dietitians** help their clients (and themselves) eat **healthy, balanced diets**.
 - According to a recent survey, registered dietitians (RDs) rate canned foods as important in helping both themselves (81%) and their clients (89%) to prepare nutritious, convenient and affordable home cooked meals.



Messaging: Long Form (continued)

Message 3: Canned foods make homemade easy!

- Canned foods mean **less prep** and **year-round availability**, making healthy, **homemade meals a reality**, more often.
- A well-stocked pantry – your **Cantry®** – helps you **get through the week** with **creative meals** you can feel good about serving your family and friends.

Message 4: Cans help waste less food, saving us time and money, and reducing our impact on the environment.

- Americans **throw away approximately 15% – 20%** of the fresh fruits and vegetables they purchase every year.
- Canned food **portion sizes are just right** for both individuals and families, and most recipes are designed around these sizes.
- Metal cans are **endlessly recyclable** and, in fact, are the most recycled containers in America today, keeping metal out of landfills and saving significant energy.



Messaging: Short Form

For messaging to work in retail, we understand the need to abbreviate the long-form version. The below messages are inspired from the long-form messaging seen on the previous page. There are a number of message options that may accompany the campaign logo and any canned food promotions/events that are happening in-store.

The below approved messages should (1) be used without editing or amending (without prior approval) and (2) be utilized to match best the actual in-store event (e.g., use nutrition and freshness messaging when the event focuses on fruits/vegetables/tomatoes; use homemade made easy messaging when the event includes RTE and protein canned food items).

Message 1: Cans seal in nutrition, freshness and flavor, naturally.

- Canned foods: Sealed in nutrition, freshness and flavor
- Canned fruits & vegetables: Picked and packed at their peak nutrition!
- Fruits & vegetables: Harvested and canned within hours!
- Canned foods: From field to sealed to nutritious meal!
- Canning seals in food's natural goodness!
- Cans: The best way to get nutritious food from its source to your table
- Canned foods: Nutrients and goodness there for you any time
- Canned foods: Unlock the nutrients!
- Canned foods: Unlock the goodness!



Messaging: Short Form (continued)

Message 2: Canned foods can be a hallmark of a healthy diet.

- Canned foods can make eating healthy easier!
- Your next nutritious meal is only a can away!

Message 3: Canned foods make homemade easy!

- Canned foods make healthy homemade meals a reality more often
- A well-stocked “Cantry”® keeps you cooking through the week

Message 4: Cans help waste less food, saving us time and money, and reducing our impact on the environment.

- Cans reduce food waste saving time, money and the environment
- Cans: Endlessly recyclable
- Canned foods: The sustainable choice
- Waste less, save more with nutritious canned foods!



Messaging + Logo

Whenever the “Cans Get You Cooking” logo is being used, at least one (1) campaign message must accompany it – in close proximity either above, below or to the side(s). This applies to any POS or literature designed and displayed/disseminated by retailers (including, but not limited to shelf tags, blades, end cap displays, store circulars or newspaper or online advertisements). Below and on the next page are examples of how this may be achieved.

POS



Recipes



Messaging + Logo

Cans Get You COOKING®

Store Promotions



Cans Get You COOKING SALE www.facebook.com/CansGetYouCooking

Fresh, Nutritious and Delicious Quick homemade meals start here

 <p>2 \$4 FOR</p> <p>Bush's baked or grillin' beans 21-28 oz. select varieties</p> <p>Save up to 49¢ with ✓ card</p>	 <p>2 \$3 FOR</p> <p>Campbell's condensed soup 10-11.5 oz. select varieties (excluding chicken noodle and tomato)</p> <p>Save up to 49¢ with ✓ card</p>	 <p>2 \$3 FOR</p> <p>Hormel chili without beans 15 oz. select varieties</p> <p>Save up to 99¢ with ✓ card</p>	 <p>\$3.99</p> <p>4 pack StarKist solid white tuna 5 oz. in water</p> <p>Save up to \$2.80 with ✓ card</p>
 <p>4 \$5 FOR</p> <p>Winn-Dixie fruit 15-15.2 oz. select varieties</p> <p>Save up to 14¢ with ✓ card</p>	 <p>BUY ONE GET 1 FREE EQUAL OR LESSER VALUE</p> <p>4 pack Hormel chunk chicken breast or 10 oz. can chunk chicken breast</p> <p>Save up to \$7.49 on 2 with ✓ card</p>	 <p>\$2.79</p> <p>Spam 12 oz. select varieties</p> <p>Save up to 20¢ with ✓ card</p>	 <p>2 \$1 FOR</p> <p>Armour Vienna or chicken sausage 4.75 oz.</p> <p>Save up to 19¢ with ✓ card</p>

**CANNED FOODS:
HOMEMADE MADE EASY**



Cans Get You COOKING
Visit CansGetYouCooking.com

Ads/Drop-Ins

**YOUR NEXT NUTRITIOUS MEAL
IS ONLY A CAN AWAY.**



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Cantry Thursdays

- The “Cantry® Thursdays” theme was born out of the Cans Get You Cooking campaign’s efforts to inspire mealtime confidence and success – *anytime*
- Consumer research and studies have found that as the week progresses, canned food eatings go down
- There is, therefore, an opportunity to encourage our target to turn to the items in her pantry (or *Cantry*) more – and more often – to increase canned food usage later in the week, with Thursday being a pivotal day in weekly meal planning
 - Fresh items have been used or gone bad and the weekly shopping trip is still 2-3 days away
- *Cantry Thursdays* fosters a laser focus on the role all canned foods play in getting dinner on the table, from canned fruits and vegetables to center plate proteins and RTE meals
- *Cantry Thursdays* shows how canned foods can be a CENTERPIECE of mealtime success – the solution for dinner when so many fresh and frozen options are off the table



Best Practices

We at Cans Get You Cooking® are inspired by the role of the can in helping consumers to achieve success in their relentless quest to get a homemade meal on the table for their family, day in and day out, without compromise.

We understand that success is found in the balance between the desire to do what's best for oneself and ones family, and the realities of everyday life.

We and our partners are on a mission to enable them to achieve that balance. With the information and inspiration and permission we provide, they CAN get a healthy homemade meal on the table more often, and they CAN feel good about that meal!

As such, please do not include the campaign and its assets in any event that might reinforce inaccurate, negative connotations/opinions of canned foods, including, but not limited to: canned food drives for the less fortunate, eating contests, or terms such as "cheap" or "old-fashioned."

If you have a particular event in mind, but question whether it may be appropriate, please contact the Cans Get You Cooking team.

Thank you!

