

Cans Get You COOKING™

Get involved in a national campaign designed to increase awareness of the superior benefits of canned food and drive increased consumption.

What is it?

Cans Get You Cooking™ is a multi-year, fully integrated campaign that builds on the insights from a comprehensive values-based consumer research study revealing consumers' strong positive associations with canned food.



Integrated Channels

Cans Get You Cooking launched nationwide during National Canned Food Month in February 2013 and continues throughout 2014 and beyond.

HOW TO PARTICIPATE:

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Visit www.cansgetyoucooking.com

How will we do it?

The goal of our innovative Cans Get You Cooking campaign is to reinforce the benefits of canned foods to existing canned food users. Currently 84 percent of Americans prepare or eat meals made with canned foods at least twice a month, and 34 percent do so at least three times a week.*

The Path to Consumption



The Cans Get You Cooking campaign is uniquely designed to increase usage over time—not just getting cans into the pantry, but out of the pantry and onto the table.

KEY INSIGHTS ON CANS

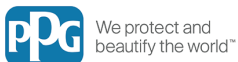
- Consumers have strong positive associations with canned food
- Real benefits of canned food outweigh any perceived negatives
- People rate cans highly and in most cases higher than other packaging options
- A great opportunity exists to educate consumers as to how nutrition, freshness and taste are sealed in with the canning process

Primarily funded by food can manufacturers of Can Manufacturers Institute

Can Manufacturers



Also Supported By



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