



- **Task:** Reposition the Church's brand among all consumer segments
- **Creative:** Created the Crunch campaign
- **Consumer Target:** Urban, Caucasian, US Hispanic and African American
- **Marketing mix:** spot TV, spot radio, OOH, online and viral, grassroots events
- **Media:** Ran from June – December 2004
- **Business Goal:** to increase Church's sales by 3%
- **Results:** Average sales were up 4% last year (2004) – highest increase in four years and Unaided awareness was up 40% - the highest unaided increase in four years

