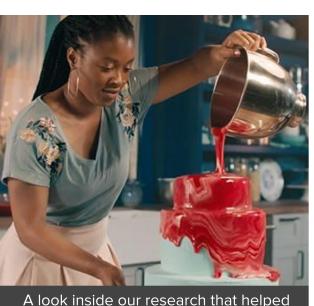
illuminating **human truths**



inspire Kitchenaid's award-winning

campaign "The Mark of a Maker"

OLSON NAMI147

The Methodology

To identify the **richest opportunity for the brand**, Kitchenaid partnered with Olson Zaltman, along with other creative and research agencies, to focus their research on four key dimensions:



cultural context of cooking



deep & thorough consumer immersion



dynamics of the appliance category



the brand's point of difference



In-Depth Interviews



We conducted **in-depth interviews** with "Passionate Makers," both inside and outside of the kitchen, to better understand their creative process.



We leveraged our ZMET technique to deeply understand the unconscious beliefs and behaviors that impact decision-making, specifically to discover the motivations & barriers that drive consumers' creative mindsets.

KitchenAid®

Missing Meaning

In a crowded appliance category, Kitchenaid not only was presented with the challenge of distinguishing themselves among competitors, but they also were challenged with trying to stand for more than the iconic Kitchenaid Mixer.

Kitchenaid's Key Unmet Needs:

A distinctive, emotional positioning

A need to be **noticed**, **understood and remembered** –

not only for their most famous

product, the Kitchenaid Mixer,

but also for everything else they

make.







The campaign,
inspired by Olson
Zaltman and other key
partners, won
an Ogilvy award for its
creativity and success



What We Uncovered

Olson Zaltman leveraged the 4-P Model of Creativity along with understanding the emotional journey to empower the brand's strategy.

Person - the creator

Press - the environment and conditions **Process** - the mental and physical work

Product - the result

We then applied the creativity mental framework to the kitchen.

"The brand purpose and strategy elevates the brand beyond the product functionality and puts our Maker at the center of everything we do as a brand. This Maker-centric mindset is permeating our entire organization, well beyond the brand team, and creating a palpable energy."

- Jon Bellante, Global Marketing, KitchenAid

The Impact







- The brand saw a 14% growth in "Joyful" social sentiment versus prior period
- The brand saw a 13.8% growth in market share for large appliance
- The brand saw a 38% growth in brand awareness for small appliances

Data-backed and insight-driven, Kitchenaid orchestrated a dynamic, personalized campaign, designed to connect with their consumers on three levels:

Heart – designed to make an authentic connection during moments consumers are pursuing their passion for cooking

Head – Kitchenaid's product advertising inspired in-market, lower funnel shoppers with compelling evidence of how each appliance offers thoughtful details uniquely made for makers.

Hands – designed experiences created engagement and the opportunity for participation at the center of every touchpoint