



# MARKETING PLAYBOOK | Q2 2022

## YOU DON'T BECOME THE #1 RETAIL BONELESS HAM OR SLICED TURKEY

WITHOUT A GOOD STORY\*



**34.3%  
GROWTH  
IN DOLLAR SALES**

\*#1 in dollars and volume for boneless ham, per IRI Total U.S. 52 weeks ending 2/21/21

WHERE  
FOOD

*ought a*  
COME FROM

Consumer-researched campaigns that ties integrated marketing elements together going into FY2022 and beyond.

- Leverages brand's heritage, strengthens existing marketplace reputation
- Reflects positive associations with Kentucky geography and culture
- Sets stage for messaging about superior craftsmanship and quality



COLLECTIVELY, MARKETING SUPPORT  
GENERATES MORE THAN

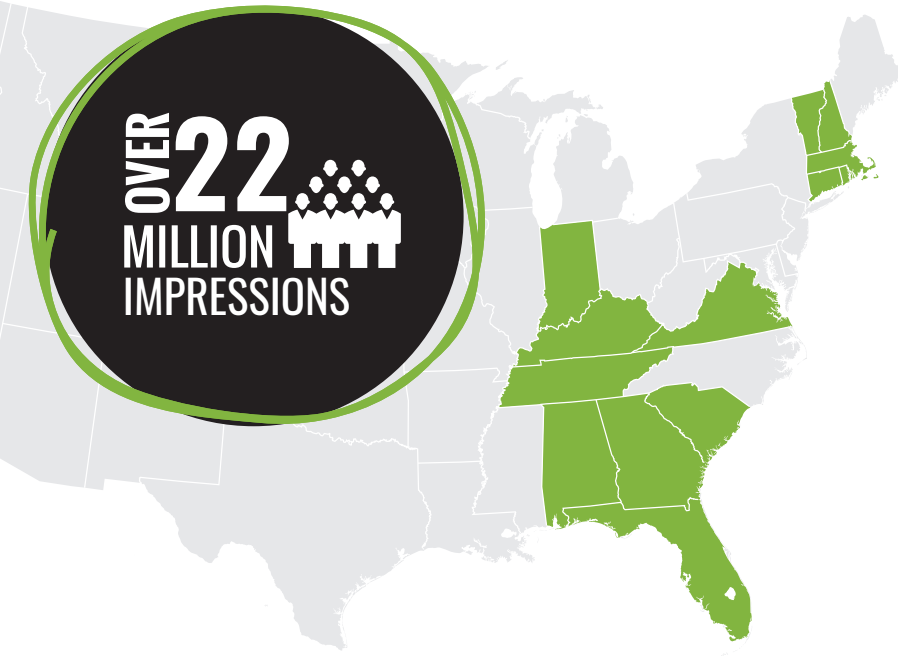
**344 MILLION  
IMPRESSIONS**

PER YEAR

REACHING HUNGRY CONSUMERS ONLINE : THE #1 STOP FOR PRODUCT RESEARCH

## RUNNING JULY-SEPTEMBER

OVER **22** MILLION IMPRESSIONS



**CATALINA**<sup>®</sup>  
Personalized Digital Media

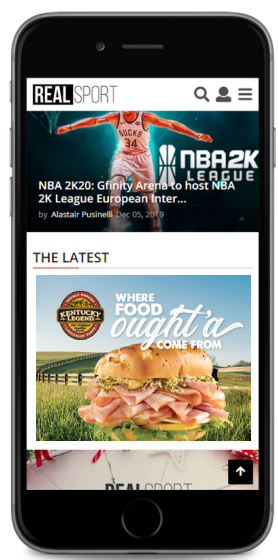
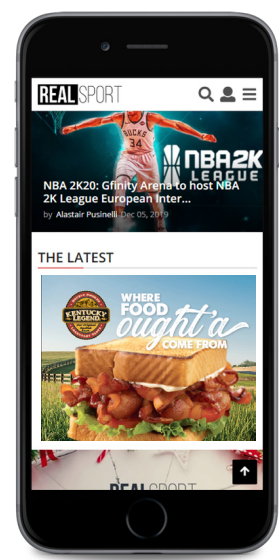
- CATALINA**  
Digital targeting service uses custom UPC tracking to reach...
1. Previous Kentucky Legend buyers
  2. Lapsed buyers
  3. Medium-to-heavy category buyers
- ...with online ads for Kentucky Legend<sup>®</sup> coupons and recipes

## REAL-WORLD EXAMPLES

JULY-AUGUST



AUGUST-SEPTEMBER



\*Dates and products of focus are subject to change

INSPIRING USAGE & DRIVING TRIAL THROUGH LARGE-SCALE SOCIAL MEDIA CAMPAIGNS

ALWAYS-ON SOCIAL MEDIA CONTENT IS BUILDING A LOYAL FOLLOWING IN KEY MARKET REGIONS

7.4 MILLION IMPRESSIONS

92K+ FOLLOWERS ACROSS SOCIAL CHANNELS

Relevant and engaging content keeps Kentucky Legend top-of-mind and sustains long-term brand commitment.

- Seasonal and trending recipes inspire usage
- Monthly coupon offers promote retail sales
- Contests and giveaways drive traffic to website
- Re-airing TV segments amplifies coverage



DRIVING CONSUMERS TO RETAIL STORES

CASE STUDY : HOLIDAY HAM SWEEPSTAKES



TOTAL REACH: 87k unique retail shoppers

IMPRESSIONS: 396k impressions

NEW LOYALTY CLUB SIGN-UPS: 18.8k new members

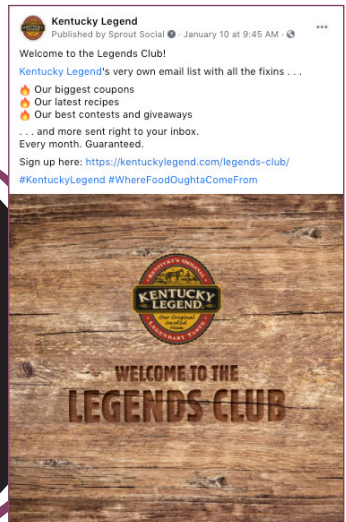
ENGAGEMENT RATE: 14%\*

\*Compare to 0.1% food & beverage industry average

LOYALTY CLUB EMAILS

Monthly Loyalty Club emails send print-at-home coupons, recipes & more to Kentucky Legend fans.

75+ THOUSAND SUBSCRIBERS





TELLING THE KENTUCKY LEGEND STORY ACROSS KEY MARKETS

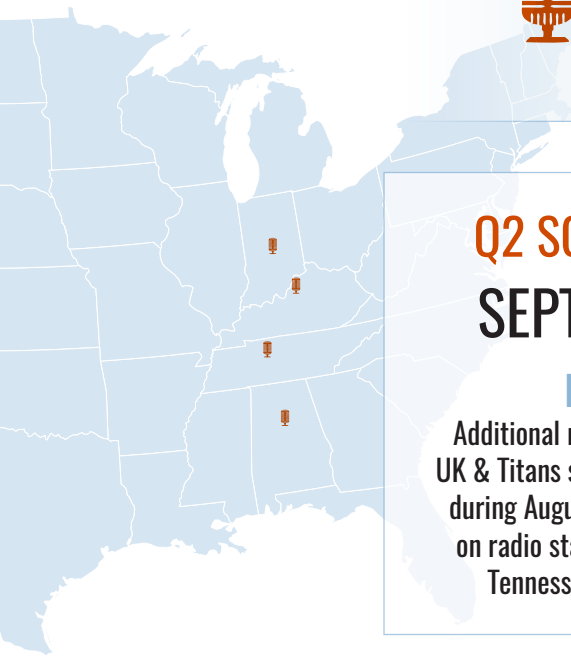
# NASHVILLE INDIANAPOLIS LOUISVILLE BIRMINGHAM



**WHY RADIO?** Female shoppers age 18-54 (target demographic) spend more time listening to FM radio than any other audio source.\*  
 FM radio's audience-share is 11x bigger than Spotify and 4.5x bigger than Pandora.



\*Edison Research's "Share of Ear," FM radio has a 44% share of audio time spent.



## Q2 SCHEDULE: SEPTEMBER

### PLUS!

Additional radio coverage via UK & Titans sports sponsorships during August and September on radio stations throughout Tennessee & Kentucky

### TARGET:

Selected stations represent the #1 or #2 in market for female shoppers age 18-54

### GENRE:

Mix of country and adult contemporary

### AIRING:

More than 225 plays total during two-week run



BRINGING KENTUCKY LEGEND RECIPES RIGHT INTO CONSUMERS' HOMES



EXPECTED  
**17.5**  
MILLION  
IMPRESSIONS

## BACK-TO-SCHOOL RECIPES FOR ARTISAN CRAFTED LUNCH MEATS



Back-To-School Recipes  
Air Date: August

- Video linked on 2,000 sites including CNN, Bon App Food&Wine, MSN, Epicurious, Time, People, and more
- Featured on Kentucky Legend social media & website
- Airs nationally in various markets, including all of the top 20 Markets.

River City  
WEEKEND

AVERAGES  
**500**  
THOUSAND  
IMPRESSIONS  
PER BROADCAST

## COOKING SEGMENTS ON RIVER CITY WEEKEND'S "LEGENDARY COOKING" VIA WFIE STATIONS



Airs in  
Southern Indiana,  
Northern KY,  
Southeast IL

Airs in July, August, Sept

- Airs on WFIE stations & social media
- Featured on Kentucky Legend social media & website



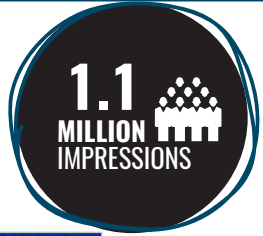
# STRATEGIC SPONSORSHIPS | Q2 2022

BUILDING RAPPORT WITH KEY DEMOGRAPHICS BY PARTNERING WITH OTHER HIGH-AFFINITY BRANDS



## KENTUCKY WILDCATS

As the Official Hot Dog of the University of Kentucky's football program, Kentucky Legend generates numerous brand exposures among Wildcat fans both within Kroger Field and across the fanbase which spans coast to coast.



### MEDIA EXPOSURE:

IN-STADIUM SIGNAGE • CONCESSIONS • EVENT PROGRAMS • RADIO • SOCIAL MEDIA



## LOUISVILLE CARDINALS

Kentucky Legend generates numerous brand exposures among Louisville fans both within Cardinal Stadium, and across the fan-base which spans coast to coast.

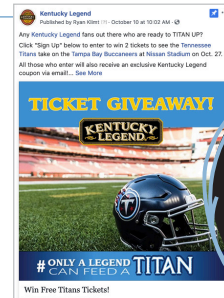
### MEDIA EXPOSURE:

RADIO



## TENNESSEE TITANS

As the Official Hot Dog of the Nashville-based NFL team, Kentucky Legend generates numerous brand exposures among Titans fans both inside Nissan Stadium and across the fanbase which is concentrated in Tennessee and neighboring states in the Southeast.



### MEDIA EXPOSURE:

CONCESSIONS • EVENT PROGRAMS • RADIO • SOCIAL MEDIA



## BOWLING GREEN HOT RODS

The Bowling Green Hot Rods are a Minor League Baseball team of the Midwest League and the Class A affiliate of the Tampa Bay Rays. Located in Bowling Green, Kentucky Legend is the Official Hot Dog of the Hot Rods. Sponsorship includes signage at the new Bowling Green Ball Park.

## WESTERN KENTUCKY HILLTOPPERS

Kentucky Legend generates numerous impressions among WKU fans via radio, in-stadium signage, concessions and social media throughout the football season.



Dates are subject to change\*



BUILDING RAPPORT WITH KEY DEMOGRAPHICS BY PARTNERING WITH OTHER HIGH-AFFINITY BRANDS

## ROMP SPONSORSHIP SILVER LEVEL + DIGITAL PACKAGE

\$10,000 TOTAL VALUE

### PROVIDED BY ROMP (COST TO KENTUCKY LEGEND: \$6,500)

#### SILVER LEVEL

- 8 complimentary VIP passes to the event
- 6 VIP parking passes—Available day of event
- Up to 10 four-day tickets or 20 single-day tickets (sponsor to choose)
- Option of one reserved canopy sport behind festival field, Canopy not included
- Option to reserve one RV electric spot, RV not included-\$300 each

#### + DIGITAL PACKAGE

- 4 social posts on ROMP social media pages promoting VIP experience sweepstakes
- Link on ROMP website to sign up for Kentucky Legend VIP Experience Sweepstakes on Kentucky Legend website
- Airtime during event for Kentucky Legend interviews about shared recipes

### KENTUCKY LEGEND DIGITAL PROGRAMING: (TOTAL VALUE: \$3,500)

#### ROMP VIP EXPERIENCE SWEEPSTAKES

Runs July 12- Aug 30

To enter:  
Must submit an original recipe (photo optional); Enter on Facebook, Instagram, or website

\$1,350 worth of prizes,

Includes:

- Coleman 4-person tent, Rtic hard cooler, portable propane grill, grilling utensil set, bluetooth speaker, solar battery charger, lanterns, 2 sleeping bags, inflatable air hammock, etc. (\$750 value)
- Survival kit (\$200 value)
- 4 Coupons for a Free Kentucky Legend product
- 2 VIP tickets which include camping spot (provided by ROMP; \$390 value)



#### ROMP SURVIVAL KIT GIVEAWAY

Promo starts Aug 16  
3 total winners, selected Aug 23, 30, Sept 6

Enter on Facebook or Instagram

\$200 worth of prizes, Includes:

- cornhole boards, outdoor blanket, sandwich bag, koozies, sun screen, sunglasses, bug spray, 2 camping chairs, misting spray bottle with fan
- 2 Coupons for a Free Kentucky Legend product



*Dates are subject to change\**



## CUSTOMIZED PROGRAMS TO CONVERT MORE SALES AT YOUR MEAT CASE

### MORE LEGENDARY TOGETHER!

#### CUSTOMIZED RETAILER MARKETING SUPPORT AVAILABLE FOR NATIONAL AND LARGE TO MID-SIZE REGIONAL CHAINS

RETAILER DIGITAL PROGRAMS | RETAILER SPECIAL PUBLICATIONS | RETAILER SPECIAL CIRCULARS | IN-STORE DEMOS

We'll synergize our marketing with your buyer's marketing! For consideration, forward your buyer's current marketing program to Brooklyn Maple with the listed information included.

[BMaple@KentuckyLegend.com](mailto:BMaple@KentuckyLegend.com)

- Retailer Name
- Objective of program (EX: new item, gain trial, increase ACVs, account support)
- Products for the program
- Annual sales in lbs. and dollars
- Timing
- Cost

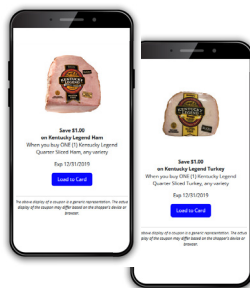
NOTE: Expect at least 2 week lead-time for approval

#### STANDARD RETAILER SHOPPER MARKETING SUPPORT AVAILABLE FOR ALL RETAILERS UPON REQUEST

Email requests to : [MarketingTeam@KentuckyLegend.com](mailto:MarketingTeam@KentuckyLegend.com)



#### COUPON PROGRAMS



- Sales Quarterly Coupon requests such as tear pads, IRC's, etc.
- Coupons created for your own media environments (i.e. website or mobile app)
- Reward loyal customers with exclusive discounts



#### P.O.P. MARKETING



- Options include flyers, case dividers, shelf-talkers, coupon tear-pads and more
- Motivate sales at the point of purchase





# SCHEDULE | Q2 2022

		JUL 2021	AUG 2021	SEP 2021
<b>MEDIA</b>	Catalina	KL	AC	AC
<b>SOCIAL MEDIA</b>	Social Media			
	Paid Social Media			
	Loyalty Club Emails			
<b>RADIO</b>	Key Markets			
<b>TV COVERAGE</b>	WFIE-Legendary Cooking			
	Satellite Media Tours			
	Chef Duran/Chef Jamie Etc. & Specials			
<b>SPONSORSHIPS</b>	University of Kentucky Sports			
	University of Louisville Sports			
	Tennessee Titans			
	Bowling Green Hot Rods			
	Western Kentucky Sports			
	ROMP			
<b>SHOPPER MARKETING &amp; GRASSROOTS</b>	In-Store POP Signage			
	Promos and Giveaways			

*Dates are subject to change\**