

illuminating human truths



A look inside our research that helped inspire Kitchenaid's award-winning campaign "The Mark of a Maker"

OLSON ZALTMAN

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.



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



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

DAVID OGILVY AWARDS

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:

- 1 cultural context of cooking
- 2 deep & thorough consumer immersion
- 3 dynamics of the appliance category
- 4 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.