

TESTIMONIAL Broccoli vs. Kale



The campaign sparked a massive debate on social media

According to Monica DiLeo, '16 Yale undergrad, Elm City Market tracked the amount of broccoli purchased throughout the month, however the team was not solely focused on quantitative measures. It also measured the campaign's success by the amount of buzz generated through newspaper articles and people talking about the campaign.

As a result, the campaign sparked a massive debate on social media, with hundreds of tweets across the country using the #BroccoliVsKale, including mentions from big players such as Campbells Soup, the Food Network, NY Times, and even sites like CitySeed were inspired to create a page featuring broccoli recipes.

Audience

Adults 18+

Media Mix

Digital Billboards
Static Billboards

Market

New Haven, CT

Objective

A campaign entitled "Broccoli vs. Kale" ran in the city of New Haven by a group of Yale undergraduates who aimed to change the way people view veggies.

Rationale

The students didn't think there was enough push in the community to eat healthier. Partnered with Victors & Spoils out in Colorado, they raised funds through kickstarter.com to promote the healthy campaign on buses, store posters, t-shirts, digital & static bulletins. The combination of ads hopes to remind us all to eat a little healthier.