

RESETTING MEAL TIME WITH KNORR'S FAST FOOD REMIX WITH CHEF LUDA

Aurélie Jacquemin
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Rejuvenating a Heritage Brand for Gen Z in North America

Knorr, a globally recognized brand with a 187-year history, faced a classic marketing challenge: Keeping the brand relevant with younger generations.

But how can a brand known for stock cubes become cool and interesting to a generation that craves cultural connection and entertainment?

By focusing on the right consumer insight & by playing with advertising conformity, Knorr managed to shift the narrative of Gen Z men in the kitchen.



We needed to connect with this audience in a different way. It led us to the whole concept of a remix & to our partnership with Ludacris. Let's build something truly entertaining – for which people will give their time & attention & we use that to tell a story.

Niek De Rooij
Global Masterbrand
Marketing Director
KNORR

Knorr's strategy is built on 2 main goals:

- 1. Create interest in cooking.** The campaign's mission is to make home cooking as appealing and exciting as fast food.
- 2. Stand out in their culture.** To connect with Gen Z, a brand must show up authentically in the culture they already consume. This means moving beyond traditional advertising and embedding the brand in their world of music, influencers/content creators, and social media. The partnership with Ludacris is a direct pathway into this cultural landscape.

By featuring Ludacris, a Grammy award winning rap artist as a cook, who is able to MIX & SPICE up the food, Knorr demonstrates empathy with Gen Z by developing something relevant, authentic and entertaining! A true MISFITS!



Watch the interview with
Niek De Rooij at Cannes



Turning insights into Misfits magic

We evaluated the 'Fast Food Remix Short' ad using Ipsos' best-in-class creative testing approach, Creative|Spark Digital, and it is evident that the creative possesses many of the unique

characteristics of what we refer to as a Misfit (more on [Misfits here](#)) and does a phenomenal job in leveraging relevant short format video tactics to meet today's challenge on digital!

- 1. Provides an engaging creative experience:** The campaign is built around a music video that remasters an iconic hip-hop/rap track. The music video format is designed for engagement on platforms like YouTube and TikTok. Being more entertaining than a traditional ad, Knorr created a piece of content that people **want** to watch and share.
- 2. A refreshing connection that triggers empathy with their audience:** The concept extends to the brand itself. Ludacris encourages viewers to "remix" popular fast-food flavors into a healthier, tastier, and affordable home-cooked meal. This makes the idea of cooking feel creative and fun, not like a chore which immediately connects with Gen Z. The humorous scenes, while keeping the cooking at the center also help feed the appetizing and entertaining atmosphere.
- 3. A fresh and compelling creative idea:** The choice of Ludacris was highly strategic. He isn't just a celebrity endorser; he is a cultural partner and helps deliver a strong and new message about Knorr as a brand.

In the end, Knorr has successfully rejuvenated the brand and elevates its brand purpose by encouraging the

younger generation to cook with Knorr by tapping into their own culture.

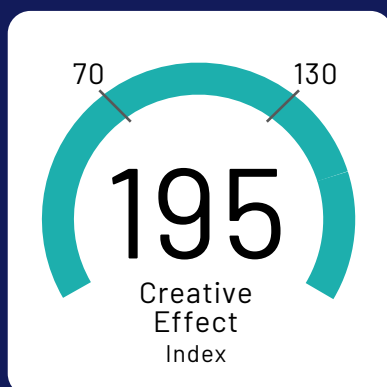
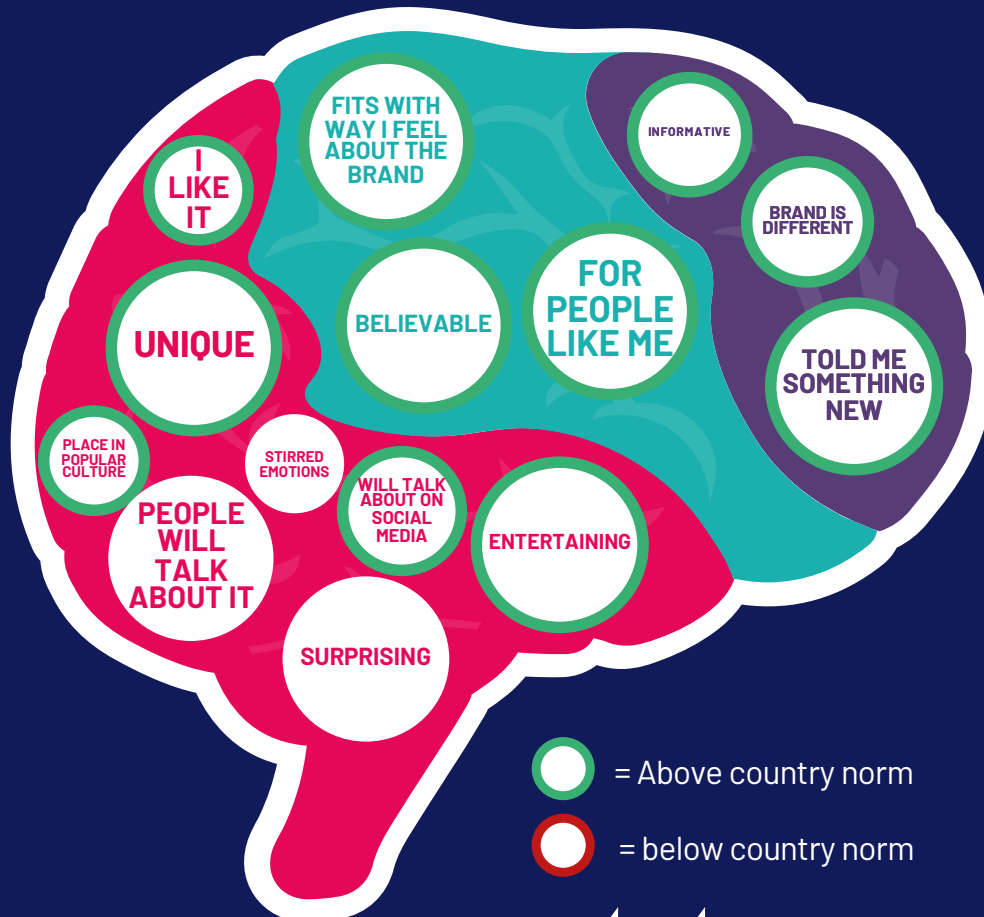


Ipsos score

CREATIVE EXPERIENCES

EMPATHY & FITTING IN

CREATIVE IDEAS

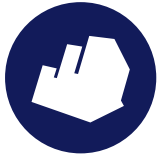


I liked how delicious the food looked and it helped me open my eyes on the brand Knorr. The ad describes how you can use Knorr in different ways and for different uses & purposes.

The rap was really good and it made me want to buy Knorr.

The creative impact

Knorr didn't just cook up a storm in the kitchen, the campaign also delivered outstanding business results:



Effie Award
Silver winner



+66.4% YoY
website sessions



2.3 billion
impressions



Sales up by 17%
6ppts above the category



\$15.5 million
earned media

View the campaign here:
<https://www.youtube.com/watch?v=T1Hp8PWYJkU>



Further Reading

1. www.ipsos.com/en/short-form-social-misfits
2. www.ipsos.com/en-us/exploring-tiktok-influencer-strategy-here-are-five-keys-success
3. www.ipsos.com/en-us/how-brands-can-get-it-right-tiktok-ads



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