

Piquing the 'Burger Urge'

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Cargill has also created a sizzling ground beef promotion for the heart of summer 2010 that capitalizes on the growing popularity of burgers. The themed promotion — “What’s Your Burger Urge?” — “taps into consumers’ cravings or ‘urge’ to eat juicy burgers and win prizes,” according to Cargill brand manager Elizabeth Gutschenritter.

Available between July 5 and Aug. 20, the promotion features four gourmet burger recipes named for, and with toppings indicative of, different U.S. regions: Hawaiian (pineapple, teriyaki sauce, bacon, onions); Tex Mex (jalapeño cheese, avocado, sour cream); Rajin’ Cajun (cheddar cheese, lettuce, tomato, mayo, pickles, onion, Creole mustard); and New Yorker (crumbled blue cheese, grated carrots, Buffalo-wing sauce, red onions).

In-store sales materials include a large poster, 90-degree signs, recipe pads featuring all four recipes and on-pack stickers. A promotional Web site, MyBurgerUrge.com, features additional themed burger recipes and provides consumers with store-branded ground beef coupons and a chance to win a unique T-shirt with thermal ink that, when exposed to sunlight, reveals the “What’s Your Burger Urge?” theme. The grand-prize promotion giveaway is a trip for two to Austin, Texas; Maui; New Orleans; or New York City, the origins of the four featured burger recipes.

The Burger Urge promotion follows last summer’s successful promotion pairing Cargill’s ground beef with Kraft Foods’ A.1. Steak Sauce, which Gutschenritter says “gave retailers a powerful one-two product punch, supported by meal inspiration and menu education for consumers on how A.1. makes any burger even more flavorful.”

That promotion ran in more than 1,900 grocery locations and included a variety of in-store marketing materials (posters, 90-degree signs, recipe cards, ground beef on-pack stickers and A.1. product displays in the meat department) highlighting four mouthwatering burger creations, each including A.1. Steak Sauce.