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Litehouse celebrates tailgating season with new campaign

[Litehouse Inc.](#) is kicking off a new multichannel marketing campaign to support retailers and inspire consumers during football and tailgating season. Through a mix of national and market-specific tactics, including programmatic video, connected TV, streaming audio, podcasts and shopper marketing, the Litehouse in the House campaign will help drive awareness and sales for the brand during football season.

Featuring an array of Litehouse dressings and dips, including the brand's popular Homestyle Ranch, Chunky Blue Cheese and new Garlic Ranch flavors, the campaign creative demonstrates how Litehouse products elevate any experience and make the ordinary extraordinary. The Litehouse in the House campaign and creative is a first-of-its-kind investment by Litehouse, signifying the brand's contemporization and valiant new approach to marketing and sales.

"To ensure we're able to effectively reach consumers and drive brand awareness and sales, we focused on engaging creative and strategic placements that will increase recall and prompt action," said Paul Hemingway, vice president of marketing and communications at Litehouse Inc. "We worked with filmmakers specializing in visual effects to develop a series of short-form videos that use a mix of modern techniques like freeze frame, stop motion, and other 3D camera effects — a first for the category — to showcase how Litehouse dressings and dips deliciously collide with football season to create the perfect pairing."

Historically, Litehouse activates successful retail promotions around the big game. This is the brand's first campaign supporting the entire football season. Retailers promoting with Litehouse typically see at least 10 percent increase in sales ahead of the big game. This strong performance, and the demand for versatile dressings and dips during football season, illustrate a powerful opportunity for retailers to promote with Litehouse for a longer window of time.

"Building on our popular big game promotion by expanding the campaign throughout the entire collegiate and professional football season provides a strategic opportunity for retailers to boost sales and increase basket size, while also supporting category growth," said Heidi Wieber, brand manager for Litehouse. "Our versatile dips and dressings are a perfect addition to any tailgating or homegating party, and whether feeding a crowd or a family, make hosting game day gatherings a breeze."

Running now through February 2023, the full-funnel Litehouse in the House campaign incorporates digital marketing and shopper marketing tactics that bring the campaign to life online and in-store.

"The campaign's digital first strategy features engaging videos that are impossible not to watch on repeat," said Hemingway. "I'm excited for retailers and consumers to see the campaign creative and how Litehouse dressings are an essential part of the game day experience — both on and off the field."

The Litehouse in the House campaign creative and media strategy was developed by Karsh Hagan. Crafted Communications, the PR agency of record for Litehouse, will lead PR efforts for the campaign, while Toast Media Group will support social media.

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