
- Advertisement -

Litehouse celebrates Ranch fanatics with new campaign

January 26, 2023

[Litehouse](#) is inspiring consumers to enjoy food as well as football with its latest [Litehouse in the House](#) creative, running now through Feb. 12 in the lead up to the big game. Litehouse is also hosting a Ranch Cave Giveaway featuring all the goodies shown in the new videos.

The new campaign creative builds on the original Litehouse in the House ad, which debuted in the fall of 2022, extending beyond the field and into the Ranch Cave. The spots demonstrate one fan's passion for all things ranch and football, including his rock-and-ranch band, Captain Ranch & The Celery Sticks and his super ranch ring (perfect for dipping snacks on-the-go). The videos illustrate how Litehouse products elevate any experience to make the ordinary extraordinary.

"At Litehouse, we believe you shouldn't have to pick sides, and you can root for both a great game and great food," said Paul Hemingway, vice president of marketing and communications at Litehouse Inc. "Regardless of how you're celebrating the big game this year, Litehouse is in the house, and our Homestyle Ranch is a winning addition to any game day spread and the must-have flavor game-changer."

A "W" for Ranch Fans

As the No. 1 refrigerated salad dressing brand in the U.S., according to IRI and Nielsen, Litehouse knows a thing or two about ranch dressing, including how to create the ultimate Ranch Cave. Four lucky ranch dressing fanatics will have a chance to win an assortment of Ranch Cave essentials featured in the ads, including a super ranch ring, a ranch dressing tap, game day swag and a year's worth of Litehouse Inc. products.

Fans can learn more about the giveaway and find out how to enter at www.litehousefoods.com/sweepstakes-ranch-cave.

What's in the House on Game Day?

A recent survey conducted by OnePoll found that 39 percent of consumers think the best part of tailgating or "homegating" is the football game, while another 39 percent think it's the food. Commissioned by Litehouse, the survey also uncovered that delicious food is a must for any game day party or tailgate:

- Two-thirds (66 percent) of Americans would rather watch their favorite team's rival win the big game than be at a game day party with bad food.
- 64 percent would skip watching the big game if food wasn't part of the celebration.
- A game day party isn't complete without pizza (27 percent), burgers (26 percent), chips and dip (25 percent) and buffalo wings (23 percent).
- When it comes to their favorite game day dip, it's a head-to-head match-up: 43 percent of consumers are team blue cheese, while 42 percent are team ranch.

[Print](#)