



Teachers Say “Cheese” for Cabot Creamery

The Challenge

Teaching healthy habits is important to the cooperative members at Cabot Creamery. This cooperative of 1,200 dairy farm families in New York and New England wanted to provide resources and materials to support teachers' classroom efforts while raising awareness of its passion for its products and the community.



Showcase Cabot's commitment to teachers, students, and families, leaving a lasting, healthy impression



Provide fresh, desirable nutrition-focused content for classrooms to teach healthy habits



Raise awareness of Cabot's passion for its products, the community, and its total lifestyle approach to wellness

The Solution

TECMG's expert editors developed a comprehensive program of custom content and media in a campaign that highlighted Cabot's fun nature and wellness focus. We also launched a sweepstakes, introducing teachers to Cabot cheese and providing desirable classroom resources that meet the standards teachers need to address.



Developed dairy education-focused, grade-specific lessons along with attention-grabbing *Healthy "Moos"!* parent newsletters



Gave away cash, cheese prize packs, and teaching resources on an engaging microsite



Prepared newsletter and magazine editorials, securing classroom placement nationwide

The Results

In a post campaign survey, 99.4% of the participants agreed that it's important to teach students about nutrition and healthy habits and 98% felt it's important to share that information with students' parents. But only 4.1% had been aware of the resources Cabot offers. At the end of the campaign, 71.8% of the teachers planned to put the resources to good use in their classrooms.



2 million+
brand impressions



95.9% increased awareness of Cabot's commitment to wellness



8,165 microsite visits and 4,017 downloads