



12 Days of
**Dips to
Dinner™**

tastefullysimple.

DSA
AWARDS

PRODUCT
INNOVATION

2023

**tastefully
simple®**

summary

question: How do we easily increase our gift sales using existing products and leverage super creative positioning?

the answer: Design an innovative, on-trend, seasonal gift that utilizes our single-use product samples and a brand strength of product versatility.

12 Days of Dips to Dinner™ is an interactive experience to taste the versatility of Tastefully Simple products as a DIP or as a DINNER, advent calendar style. Each 12 Days of Dips to Dinner™ box includes 12 single-use product packets and recipe cards. Clients choose how to prepare and try the product. Make a dip for holiday entertaining and snacking or use the featured product as the signature ingredient in a simple dinner recipe.

Each Dips to Dinner™ Gift Box Includes:

- Ready-to-give, full-color gift box
- 12 folded recipe cards, each of which includes:
 - One single-use Tastefully Simple seasoning or dip mix packet
 - Two recipes – a DIP recipe and a DINNER recipe
- Marketing insert providing additional product information and a coupon code for the client to come back and purchase full-size products of their favorites from the box



opportunity

Tastefully Simple® has a rich history and strong brand equity as a party food and dip company, but the Tastefully Simple of today is so much more. Our products are simple to prepare, great for both entertaining and everyday eating. They are perfect to enjoy during holiday get-togethers and to help busy families get dinner on the table any time of year. By creating a clever giftable this season, we allow the true experience of our products to come to life for the client – as a dip or as a dinner – and they get to choose!

solution

Leveraging our already in-house single-use sample product packets, a mix of seasonal and standard seasonings and dip mixes and thousands of delicious recipes curated by the team, the “dips to dinner” idea was born. We identified an incredible (and oh-so-giftable) opportunity for people to experience a taste of Tastefully Simple on their terms and in their timing.

While packaging and branding were created to fit the gift-giving season, the gift was designed to be relevant any time of year.

“I love 12 Days of Dips to Dinner™ and promote it as a product sampler, a meal solution and as a gift option.”

-Tammy T., PA

“I absolutely love this concept and think it is a great gift idea and a way to try a variety of products. The value is amazing.”

-Angie Z., VA

the plan & the response

12 Days of Dips to Dinner™ debuted as part of our Fall-Winter 2022 product line. It was featured in the product catalog and on the website, and starred in social media posts and email campaigns throughout the season. Our consultants were provided with a variety of digital marketing materials, including social media graphics and videos for use at parties and in their marketing efforts.

Consultants immediately grasped the ease and catchy name of this product and leveraged it as a desirable holiday gift. The price point (under \$30) met the gift-giving needs of many gift clients.

Consultants used this product in other creative ways too. Some chose to send recipe cards from the box to digital party guests to prepare prior to a party and then report in on their experience. Others are selling it as a meal planning solution and creating meal workshops utilizing the products and recipes.

208%

Exceeded sales forecast by 208%

4X

Sold 4x more 12 Days of Dips to Dinner™ than our next top-selling gift

196%

Exceeded unit forecast by 196%

dinner



results

Sales results greatly exceeded expectations. The introduction of this product contributed to a **13%** lift in overall gift category sales. We exceeded unit forecast by **208%** and sales forecast by **196%**. Four times more units of 12 Days of Dips to Dinner™ were sold than our next best-selling gift.

12 Days of Dips to Dinner™ also ranked as our **4TH BEST** product during the selling season, the **FIRST TIME EVER** a seasonal gift item has broken into the top five best sellers.

We also saw **34%** of total units purchased by brand new Tastefully Simple customers and repeat purchases from **28%** of Dips to Dinner™ customers.

category expansion

The success of the Dips to Dinner™ concept sparked the creation of a new ten-recipe version for the following Spring-Summer selling season (currently in progress) that includes refreshed products and recipes. We are also currently testing Dips to Dinner™ Oh Hey! Vacay, a five-recipe version that's sized perfectly to toss into your overnight bag or suitcase and take on vacation or a weekend getaway.

In the spirit of continuous improvement, we also partnered with our product assembly team to identify design improvements. We have better sized the gift box to prevent the need for excess packing materials to be more eco-friendly and more efficient during the build. We also redesigned the structure of the recipe cards to include a pocket for the product packet, eliminating the use of an adhesive to reduce assembly labor cost and time and improve the client experience.

