

David & Goliath



"Country Man"
Country Ham Biscuit

BACKSTORY:

In the Southeast, where this campaign ran, Country Ham carries a lot of family-oriented, communal meaning. Families typically share it over holiday dinners, and expectations are high—especially when served at a QSR. When Hardee's introduced the Country Ham Biscuit, the product communication needed to hit on this strong piece of nostalgia and dial up its authentic country origins.

KEY INSIGHTS:

•**Product:** Country Ham's slow cook time and salty and savory flavor have made it a Southern favorite. Biscuits are a Southern staple and Hardee's has set the bar for premium biscuits in QSR. They're made from scratch and served fresh in batches every morning—a true point of differentiation from much of the competition. Combining Hardee's biscuits with a meat that has the appeal and cultural significance of Country Ham makes for a truly premium product.

•**Target:** Our target knows biscuits, and they know Country Ham. Their familiarity with both makes the product attributes of Hardee's Country Ham Biscuit self-evident.

•**Format:** Breaking through the clutter is key for radio. Using music in this medium helps engage the target with the work and helps the creative and the message transcend beyond their radio-listening experience.

STRATEGY:

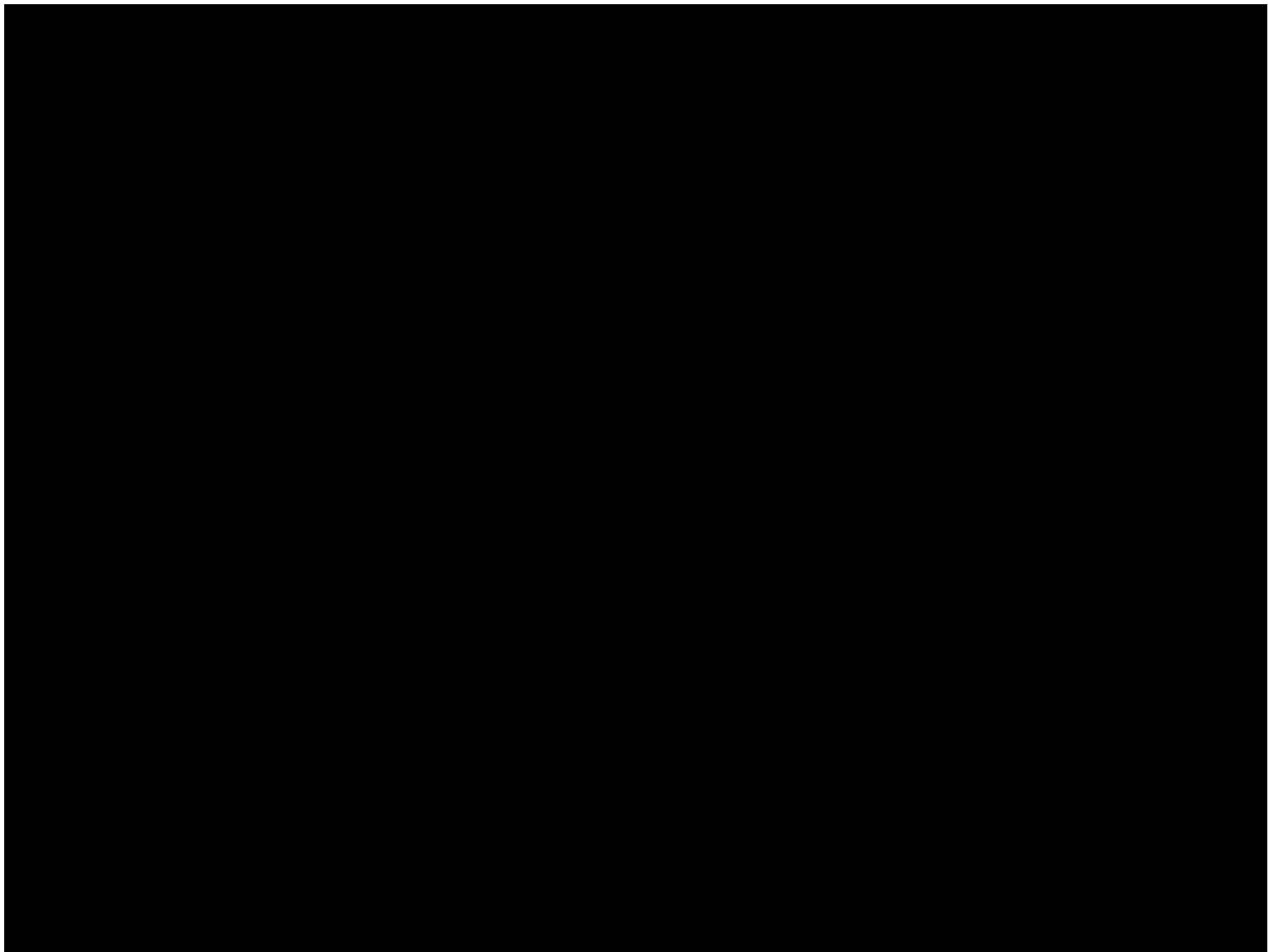
Hardee's Country Ham Biscuit: Why settle for a regular breakfast when you can have a festive ham & biscuit feast.

SOLUTION:

To launch Hardee's Country Ham Biscuits, we focused on the idea that Country Ham makes life more enjoyable—even if it can be a little rough at times. While the TV and Radio spots were different in execution, both focused on setting up amusing, “down-on-your-luck” situations where a Country Ham Biscuit could bring a little enjoyment to an otherwise dismal day. In both spots the message was accented by the 2 for \$2.50 offer.

For Radio specifically, we created a Country-Western-styled song that focused on the woes of the archetypal country man and the reliable solace and comfort that he finds in Country Ham Biscuits. In addition to being extremely catchy, the song also acts as a parody to a genre that's very familiar to our audience, essentially substituting “Country Ham Biscuits” as a means of personal retreat where one might expect to find “whiskey” or “beer.” This worked well with a TV spot about a man who finds comfort in two Country Ham Biscuits when he gets caught off-guard by a bear in the woods.

Television: Bear



Radio: Country Song :60



Radio: Country Song :30

