



heyross

Bick's



Market research had shown that most people buy Bick's pickles, but end up forgetting about them when they get pushed to the back of the fridge.

The 101 Ways to Eat a Bick's online campaign set out to remind people how versatile the pickle is by showing them 101 traditional, fun and bizarre ways to eat a pickle.



The second phase of the Bick's initiative was to get the pickle "back on the burger". With that in mind we created the Help Find This Bick's Pickle a Burger campaign. Our goal was to find a each and every Bick's pickle a burger to call home.

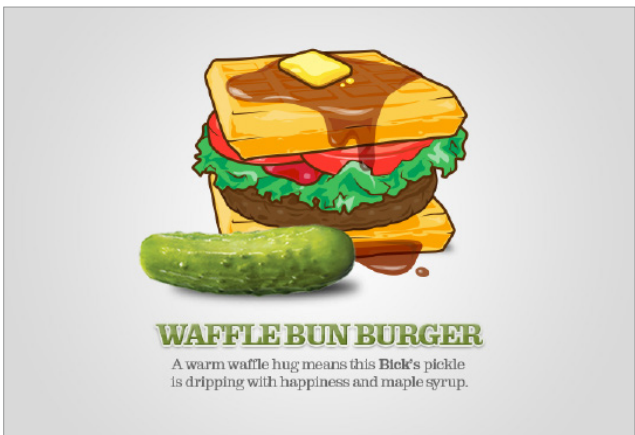


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This poster displays the mantra of the cause to find all the Bick's pickles a burger to call home.



The third phase of the Bick's initiative showcased the sucess stories of all the pickles that found interesting and novel burgers to call home. There were 30 different success stories profiled, from the likes of the 'Waffle Bun Burger' to the 'Lobster Burger' and the 'High-tea Burger'.