



HOME CHEF

Case Study

Overview

In a true partner marketing campaign, McCormick promoted its Frank's RedHot and Cattlemen's BBQ Sauce brands' integration into Kroger's Home Chef products, with Memphis in May as the prizing sponsor. The sweepstakes was promoted via email, digital, social, and in-store, driving to a KPI-built web site with instant win functionality. Sophisticated tracking, including unique QR codes for in-store displays, allowed real-time data on performance by tactic. KPI also provided the full suite of sweepstakes administration services.



Objectives

The goal of the campaign was to drive awareness and sales of the Kroger Home Chef and McCormick brands through an engaging, multi-channel promotion including in-store signage with QR codes. Consumers were incentivized to participate with the chance to instantly win one of 100 prizes, or a grand prize trip to the World Championship Barbecue Cooking Contest in Memphis.



Challenges

Key challenges included managing real-time prize claims within fixed award periods, filtering out bot entries, and tracking across multiple entry tactics. With a high-value experiential prize on the line, execution needed to be clean and compliant, and the winner verification process had to be thorough and fast — especially to get the Grand Prize winner to the event on time.

YOU COULD WIN A TRIP TO MEMPHIS IN MAY WORLD CHAMPIONSHIP BARBECUE COOKING CONTEST

CONGRATULATIONS, YOU'VE WON A SWAG BAG! YOU HAVE TEN (10) MINUTES TO CLAIM IT.

To claim your Big Winner Bag (ARV - \$268), verify that you're eligible to win and provide your shipping information below.

First Name		Last Name	
Street Address			
City		State	Zip Code
demo@kpicentral.com		Phone Number	

- The above email address is mine.
- I am at least 18 years of age (19 years old in Alabama and Nebraska, 21 years old in Mississippi).
- I am a legal resident of the 48 contiguous United States or the District of Columbia.
- I have complied with, hereby acknowledge, and agree to be bound by the Official Sweepstakes Rules.
- Neither I nor any immediate family member or household member is an employee, officer, or director of McCormick & Company Inc., Kaleidoscope Promotions Interactive Ltd., any of their affiliated entities, or any other Sweepstakes Entities (as defined in the Official Sweepstakes Rules).

SUBMIT

FRANK'S RedHot CATTLEMEN'S BBQ SAUCE HOME CHEF

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. Open to legal residents of contiguous U.S./D.C. (excluding AK and HI), age 18+ (19+ in AL and NE, 21+ in MS). Void outside 48 contiguous U.S./D.C. and where prohibited. Sweepstakes consists of 5 separate sweepstakes and start/end dates. First sweepstakes starts 2/26/25 at 12:01 a.m. ET; last sweepstakes ends 4/2/25 at 11:59 p.m. ET; multiple entry deadlines apply. To enter, scan code or visit <https://memphisinmaybarbecue.com>. Prizes: 75 swag bags (1 set per winner), 25 swag bags/coolers (1 set per winner), and 1 Grand Prize, including a trip for 2 to Memphis, TN from May 14-17, 2025, round trip airfare, 1 hotel room for 3 nights, ground transportation, 2 VIP experiences, and Swag Bags. ARV of all 101 prizes: \$14,200. Odds of winning depend on the number of eligible entries received (date and time of receipt of entry (for instant win)). The number of instant win prizes available will diminish as they are awarded. Limit 1 entry per person per day. Full Official Rules: [<https://memphisinmaybarbecue.com/official-rules.pdf>]. Sponsor: McCormick & Company, Incorporated, 24 Schilling Road, Suite 1, Hunt Valley, MD 21031.



Contributions

KPI delivered full-service campaign execution. KPI developed and hosted a robust entry site with sophisticated tracking and pricing functionality. Admin services included official rules, registration, bonding, winner handling, fulfillment support and tax compliance. By overseeing every detail, the client was able to run a high-impact, multi-channel promotion without stretching their internal resources.



Performance Insights

The campaign saw a strong entry-to-visit conversion rate of nearly 79%, reflecting clear calls-to-action and intuitive user flow. The effective use of in-store QR code placements highlighted the value of real-world touchpoints, but significant traffic also stemmed from social, CRM emails, and third-party sharing. Campaign takeaways included participation data as well as insight into performance by channel.



Results

The campaign drove strong consumer engagement, generating 119,703 site visits and 94,137 entries — a clear indicator of effective cross-channel execution. KPI also did winner handling for 101 overall prizes, enabling smooth prize delivery and a positive experience for every winner. The results speak to the power of a well-executed CTA campaign, and KPI's ability to deliver both scale and reliability.

119,703 Site Visits

79% CTA Conversion

LEARN MORE



See how increased interactivity and promotional ideation can increase consumer engagement with your brand. Reach out to see how KPI can leverage dynamic data-driven content for your upcoming campaign!



Kaleidoscope
promotions interactive

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