

CIT MARKETING STUDENTS DEVELOP PROMOTIONAL STRATEGIES FOR KEOGH'S NEWEST PRODUCT "KEOGH'S CRINKLE CUT CRISPS"



BACKGROUND

Keogh's Farm is a family, potato growing, and crisping business based in North County Dublin. The Keogh Family has been farming the rich fertile lands in this area for over 200 years and in 2011 began to produce Ireland's only "hand cooked on the farm" artisan potato crisps. Special crisping potato varieties are chosen, grown in fertile soils and harvested with extra care and a lot of love - from crop to crisp! With a growing product portfolio, Keogh's saw the potential to expand their range to include a new Crinkle Cut crisp, ploughed with deep ridges to pack even more into every bite. Keogh's recognized the need to drive brand awareness and loyalty to the Keogh brand whilst further establishing their newest product 'Keogh's Crinkle Cut' on the market.

PARTNERING WITH CIT

With a need to develop insightful, innovative & impactful marketing campaigns, Keogh's Crisps partnered with the Department of Marketing and International Business at CIT. Working in groups, marketing students, under the direction of Lisa Scannell (Marketing Lecturer and Project Mentor) and Holly Barry (Project Tutor), were tasked with developing advertising and promotional strategies for the Crinkle Cut range. Ultimately, the students were required to develop marketing strategies that would ensure that Keogh's Crisps is the chosen brand every time!

PROJECT OUTCOME

In November 2017, twenty-three student groups showcased their work in CIT. Tom Keogh, Founder and Managing Director of Keoghs, Louise Maguire, Marketing Manager at Keoghs and Amy O' Leary, Senior Marketing Executive from Keoghs were present to talk to each of the groups about their advertising and promotions campaigns. Six groups were selected at this showcase to go forward and compete in the Keogh's CIT Live Case Competition #CITLive, #CITBrandChallenge.



THE WINNING CAMPAIGN

As the Keogh's brand revolves around "Honesty" and "Farmed for Generations", the winning team chooses to reflect these core values in their campaign and create an interactive and engaging experience. The winning campaign for Keogh's featured an interactive tractor with the hashtag #HereWeKeogh. The team came up with the idea of an interactive virtual reality tractor experience that would spontaneously pop up at various festivals and other locations around Ireland. The objective was to create an immersive campaign that allowed the user to experience life on the Keogh's family farm.

"We were blown away with the effort and work put in. The thought that went into their projects was really remarkable and we were all extremely impressed."

- Tom Keogh, Keogh's Crisps.

"We were delighted to have been given the opportunity to work with an exciting and growing Irish brand. It is extremely important that our students are provided with the opportunity to work with industry and experience some real-life challenges. The marketing campaigns that the students developed this year for the Keogh's Crinkle Cut range were extremely creative and interactive."

- Lisa Scannell, Marketing Lecturer.

Contact us to connect your Enterprise with MTU. Email us at extended.campusCork@mtu.ie to discuss a collaboration to suit your needs!