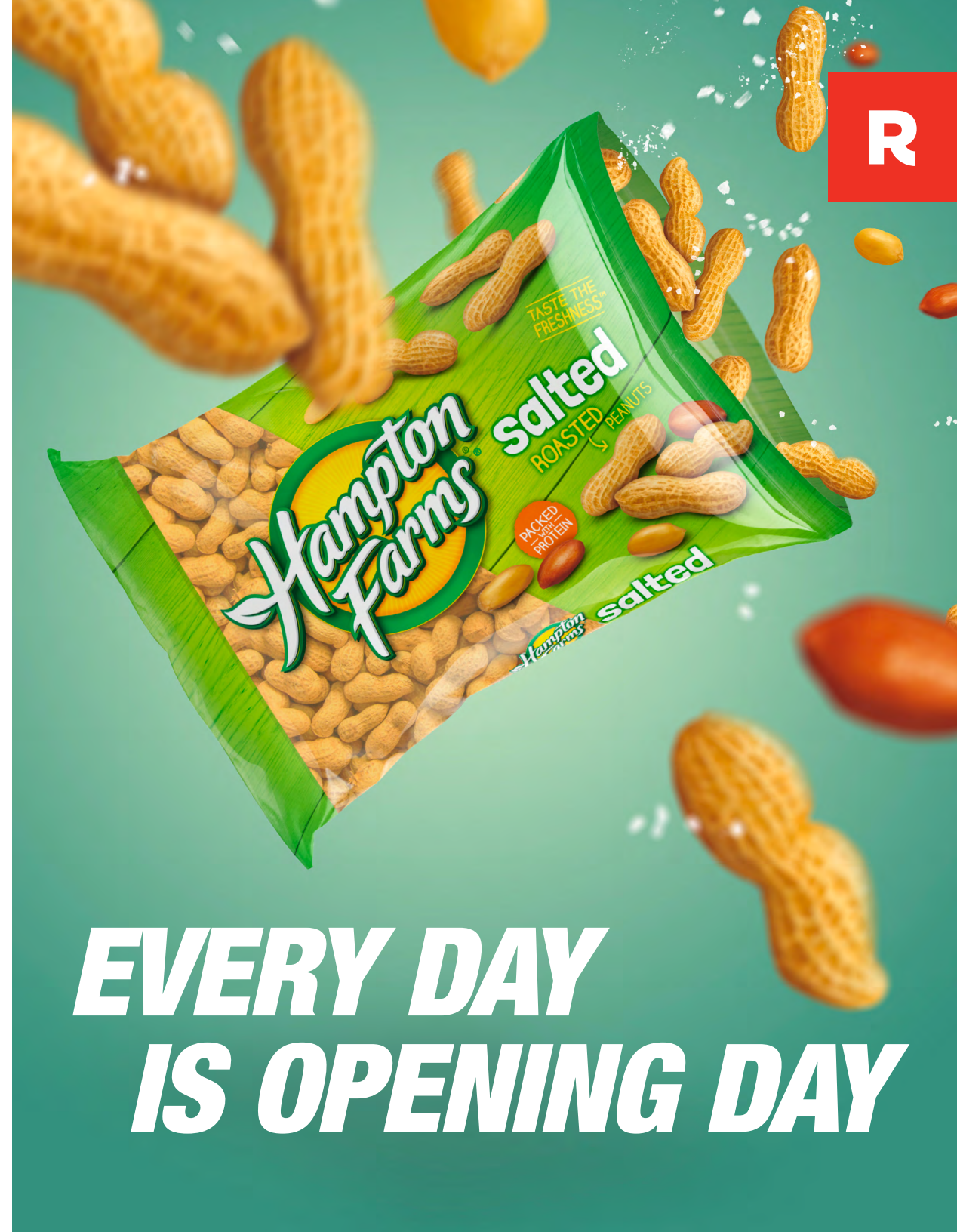


**Hampton  
Farms  
Every Day is  
Opening Day**

**RIVERS**

Rivers Agency  
601 West Rosemary Street, Ste 108  
Chapel Hill, NC 27516  
919-932-9985  
Riversagency.com



**EVERY DAY  
IS OPENING DAY**

## The Project

Although Hampton Farms is the leading roaster of in-shell peanuts in the United States boasting 70 percent of the market share, its brand awareness lagged behind its market position.

For many Americans, attending or watching live sporting events is the glue that holds families and friends together. We launched a print and digital campaign with the concept of bringing some of the joy of a stadium experience home by opening a bag of Hampton Farms peanuts. Display ads, print ads, a digital Twitch campaign and a social media contest brought the brand campaign to life. Throughout the engagement, we optimized every aspect of the campaign to maximize Hampton Farms' ROI.

With Hampton Farms, every day is opening day.

# MAJOR LEAGUE TASTE.





**LOOKING TO MAKE SOME NEW FRIENDS FOR GAME DAY?**

**THESE FANS ARE WILD AND HERE FOR THE SNACKS!**

**EVERY DAY IS OPENING DAY**

Recipes, DIYs and more at: [hamptonfarms.com/blogs/news](http://hamptonfarms.com/blogs/news)



SOCIAL ADS



## SOCIAL CONTEST

Think you're funny? We've got a contest that's no joke!



**CRACK A PEANUT**



**CRACK A JOKE CONTEST**



EVERY DAY IS **DIFF** OPENING DAY

### ENTER TO WIN A FLAT-SCREEN TV!

These days your home is your playing field, arena and sports bar. Sounds like a great place for a competition!

To enter the Hampton Farms Crack a Peanut, Crack a Joke contest, record your best sports joke told while snacking on in-shell peanuts.

Upload your video and encourage your friends to vote because the fans get to pick the joke that cracks them up the most.

[CONTEST DETAILS](#)



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