

148c. Integrated Marketing Campaign

Hampton Farms Parks Campaign

RIVERS

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

BREAK OUT OF YOUR SHELL

Hampton Farms
unsalted
ROASTED PEANUTS

Hampton Farms
HOT NUTS
Cajun
ROASTED PEANUTS

Hampton Farms
salted
ROASTED PEANUTS

The Perfectly POWERFUL Peanuts

Hampton Farms

Hampton Farms in-shell peanuts are the perfect high protein pick-me-up for all of life's adventures. Before you hit the road this summer, hit the produce section of your local grocery store to find our tasty Unsalted, Salted and Cajun varieties.

Find us in the produce section! www.hamptonfarms.com

The Project

In-shell peanuts are environmentally friendly and packed with protein to power any activity in nature, so Hampton Farms teamed up with the National Park Service for its “Break Out of Your Shell” campaign.

The campaign raised awareness of America’s number one brand of in-shell peanuts and engaged Park visitors with product samples, an animated 15-second commercial that ran when users logged onto the WiFi network at select National Parks and KOA campgrounds, a full-page ad in the Green Guides, handouts with educational facts about peanuts; and Hampton-Farms-branded stickers, carabineers, bandanas and equipment rental items.



COMMERCIAL


[Click to Watch](#)

GONE
CRACK'IN


R

EMAIL

Power your National Park adventures with Hampton Farms peanuts! [Watch our ad](#) or follow us on [Facebook](#), [Instagram](#) or [Twitter](#) for the latest event information.



BREAK OUT OF YOUR SHELL



With Hampton Farms-fueled adventures in the National Parks.

Power your National Park adventures with Hampton Farms peanuts! [Watch our ad](#) or follow us on [Facebook](#), [Instagram](#) or [Twitter](#) for the latest event information.



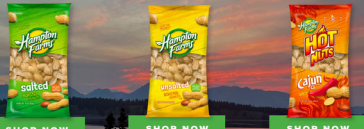
BREAK OUT OF YOUR SHELL



With Hampton Farms-fueled adventures in the National Parks.

Today we're celebrating the National Park Service's 105th birthday! All summer long we partnered with the Parks to make visitors' experiences even more epic. Hopefully you scored some of our free giveaway items, sampled some Hampton Farms peanuts, or saw our animated video or print ad.

Get a taste of nature's favorite snacks.



[SHOP NOW](#) [SHOP NOW](#) [SHOP NOW](#)

Fresh-roasted flavor with a light dusting of salt give these nuts an oh-so-satisfying crunch.

A healthy snack that packs a protein punch, with all the natural peanut flavor you crave.

Full of spicy Cajun flavor, these peanuts are roasted and seasoned to perfection.



[WATCH THE AD](#)

Follow us on social for the latest product news and event info.



SWAG



R