

POPSOP!

Kraft Polarizes American Consumers with Campaign for Miracle Whip

Kraft Foods, a global food giant, launched a campaign on TV and online aimed at getting consumers share their opinion on Miracle Whip. By Polarizing customers into those who love and hate the product, Kraft intends to stress on the tagline of the campaign: “*We’re Not for Everyone*”.



An interactive online campaign has been launched on Youtube at www.youtube.com/miraclewhip featuring celebrities as well as common Americans having their say on the product. One of the most interesting opinions was expressed by “Jersey Shore’s” Pauly D, who says: “I would never eat it, I would never put it in my hair. It’s just wrong.”

After watching series of videos of people who hate and adore the product, the average consumer will be very much intrigued to try it, which is possible as they press the button ‘click to taste a free sample’. But this is not the end of the campaign. The next logical step, after you get to taste your sample, is to leave your feedback on the above-mentioned page of the campaign and define whether you are a lover or a hater of Miracle Whip. To date, 2018 lovers of the product published their feedback vs just 323 haters.

More than that, the brand kicks off the same campaign on TV with a series of TV spots including one 60-second commercial which debuts tonight during American Idol on Fox Channel.

It is to mention, the campaign has polarized brand industry experts as well. *Justin Parnell*, Miracle Whip's senior brand manager, assured that Kraft is pretty optimistic about the campaign and told [Ad Age](#): "*We're trying to peak the curiosity of those that have never tried Miracle Whip to decide what side they are on.*"

However, according to [blog.forbes.com](#), *Robert Pasikoff*, who is a founder and CEO of [Brand Keys](#), a New York-based brand consultancy said Miracle Whip's campaign can be risky since the negative feedback may clearly demonstrate to the customer all the weak sides of the brand and this campaign may get out of hand.

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