

Bonduelle: U.S. Campus Launch & Consumer Brand Debut





Objective

Introduced Bonduelle as a consumer-facing brand in the U.S. for the first time, shifting from a primarily B2B presence to direct-to-consumer. Drive awareness, sampling, and trial for the new chef-crafted, plant-powered Lunch Bowls while building relevance among modern, health-conscious consumers.

Approach

We built a 360° launch that met consumers where they live, learn, and shop – from campus quads to grocery aisles. Went deep on just a few campuses versus spreading thin on a wider number of campuses. Student ambassadors at UCLA and UC Irvine delivered authentic peer-to-peer engagement through large-scale sampling events and social content.





CAMPUS ENGAGEMENT:

Student ambassadors activated at **11 large-scale events** – spanning sporting events, sorority nights, and student organization gatherings – to introduce Lunch Bowls directly to students.



SAMPLING STRATEGY:

Distributed **40,000** Lunch Bowls samples, delivering immediate taste experiences.



SOCIAL MEDIA CONTENT:

Produced **70+** TikTok and Instagram Reels featuring authentic student voices, product spotlights, and lifestyle integration.

Execution

Campus Commandos Helped Bonduelle Achieve:

Brand Shift:

Established Bonduelle as a visible, relevant, consumer-facing brand in the U.S., marking a milestone in the company's "Transform to Win" strategy.

Total Impressions:

29M+

Digital Engagements:

~1M

Social Content:

70+

student-created videos
driving peer credibility
and brand affinity

interactions across
live and online
channels

Sampling Impact:

46,000

Lunch Bowls sampled across Los Angeles Campuses

Thank You

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