

J. Walter Thompson Amsterdam and PLUS supermarket launch first product: SuperSauce.

An 'undercover' snack sauce to get kids eating more vegetables... with vegetables.

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SUMMARY

Cannes Innovation Agency of the Year 2016, J. Walter Thompson Amsterdam, has now turned its hand to product development by co-creating a new food brand for Dutch supermarket chain PLUS: SuperSauce. An undercover vegetable sauce made with pure beetroot, carrot and parsnip, SuperSauce helps parents overcome the daily struggle of making kids eat their vegetables. Agency chef and food creative, Robbie Postma, worked with a dedicated team and the PLUS supermarket to develop a sauce that appeals to children's tastes - while keeping the healthy ingredients top-secret. Priced at the competitive price of 2€ per bottle, the product will hit the shelves next week and is poised for national distribution across the 250+ PLUS Supermarket stores.

PLUS is the nr.4 Dutch supermarket chain with good food at the heart of its business. Their brand mission is about providing good food, for everyone, everyday - and this of course includes helping parents to get their kids eating healthy food on a daily basis. Not always an easy task. The well-documented problem, that most parents contend with, is that most kids simply don't like vegetables.

No wonder mums and dads everywhere often cheat a little by adding a drop of ketchup or a dollop of mayonnaise to healthy meals. But this classic trick has an unhealthy downside. Ketchup contains lots of added sugars, in fact on average 25%; and mayonnaise is made of up to 90% oil.

To tackle this problem J. Walter Thompson Amsterdam created a whole new product: SuperSauce. An undercover sauce based on an idea that sounds silly but works like crazy: eat more vegetables with vegetables. The ingredients are disguised as superheroes on the package design. Making the bottles look more attractive to the underage target group and avoid them finding out about the contents. The agency and PLUS are going to tell the truth to kids though...one day.



QUOTES

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"We love moving advertising into new directions and creating real solutions to real problems – both big and small. As food is also central to our agency culture inside the office, it's great to take one of our secret weapons – innovative thinking around food – out of the office and onto families' tables. "

— Bas Korsten, Creative Partner at J. Walter Thompson Amsterdam

"At PLUS, we love good food. And we believe in helping parents to encourage their children to eat more vegetables, which is why we are introducing SuperSauce – an innovation we intend to roll out nationally. SuperSauce tastes super good, so we're rather proud of it!"

— Bas Snetselaar, Formula and Communication Manager, PLUS Supermarkets

IMAGES





SPOKESPEOPLE



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ABOUT J. WALTER THOMPSON AMSTERDAM

We're a local agency with international ambitions. Intergalactic ambitions even. To reach that goal we've transformed the agency quite drastically. For instance, we only have 3 departments: Think, Do and Make. Why? Because you have to keep it simple this day and age to help your clients face an increasingly complex world.



J. Walter Thompson Amsterdamnewsroom