

# Hungry-Man Eat Like a Man

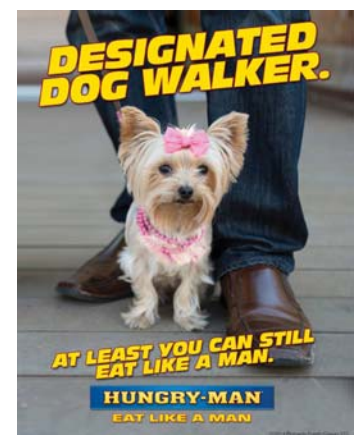
**Background:** For several years, Hungry-Man struggled to connect with consumers in a relevant way; however, the stigma around frozen dinners created a barrier. Looking to reconnect with men and create relevance among millennials, Hungry-Man recognized the need for a new voice, personality and positioning that wouldn't alienate its loyal users.

**The Idea:** Armed with only a limited amount of consumer feedback, social content and brand research, e|wmg created a new "Unapologetically Male" positioning. We established a new brand manifesto and tagline, "Eat Like a Man," to define the essence of the Hungry-Man product and serve as the brand's new call-to-action and mantra across all external and internal communications.

"Eat Like a Man" was activated on Hungry-Man.com across Facebook and Twitter, in-store and in custom YouTube videos.

**The Result:** Hungry-Man was able to finally own its satiating benefits and speak to consumers in a relevant way. Both loyal and new users embraced the brand's transparency, enabling the brand to rebuild its social community and reengage men, especially the 18–34 year old audience. Despite a declining category, Hungry-Man's sales grew 4–6%.

Today, Hungry-Man continues to turn to these advocates for brand feedback, product improvement opportunities and innovation ideas.



With its "Unapologetically Male" positioning and its humor-driven messaging, Hungry-Man connected with young men.



SOCIAL



BRANDING

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