



Improving the Messaging for Existing Product Lines by using Moments

Bush's has an interesting innovation and branding challenge. They need to continually find new ways to innovate how people use beans.

Turning out new product forms and flavors alone do not drive the business forward. Their success comes from positioning their products to specific moments all while maintaining their overall brand heritage.



The Approach:

Looking at the Whole Picture

Bush's Baked Bean Commercial without Moments

Watch this [commercial](#) first: It is a well done traditional commercial which focuses on taste and quality.



<https://youtu.be/UCHPdJNam6M>

Bush's Baked Bean Commercial with Moments

Watch this [commercial second](#). This commercial shows the same product as the first (baked beans) but this time focused on a specific moment where the motivation to select Bush's is to be prepared to delight your guests.



<https://youtu.be/70ZfsxMbTD4>

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