

The \$11 million muffin innovation

Learn how a CMO joined major brands to create a winning product and increase sales revenue.

Overview:

Eric Johnson, former CMO at this company, worked with the product development group to develop an innovation that provided the appropriate nutrition for children.

They developed the product to meet Nickelodeon's stringent nutritional requirements while still delivering the flavor that kids expect.

The chocolate chip and blueberry muffins were rated at the top of the market.



"We partnered with Nickelodeon to develop a first-of-its-kind muffin in the likeness of their award-winning Paw Patrol property. Each muffin carried the signature paw shape from the property's characters" - Eric Johnson

✓ Market Driven Product Development

We developed the product in partnership with Walmart and involved their team throughout the process. As we finalized the development of the product, we partnered with Walmart to build the in-store marketing and merchandising plan.

✓ Partnership

We set the product up on Walmart.com and developed advertising to promote the product online. All of our marketing efforts with Walmart were rewarded with a full four-foot section in the snack cake aisle.

✓ The Results

The product was an immediate success and scaled to all 3,500 Walmart stores in three months.



Eric Johnson, was the Senior Vice President of Marketing for Flowers Foods & Subsidiaries when he led \$30M of private label business with Walmart, Kroger, Food Lion and Aldi. He is now a Fractional CMO at **yorCMO**

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