

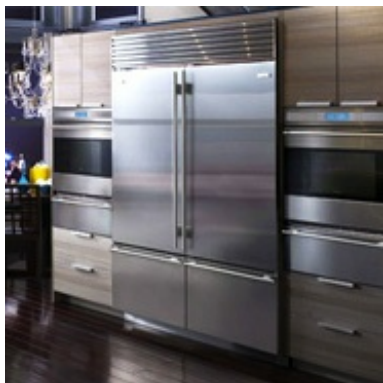
MULTICHANNEL

Sub-Zero pushes products via digital quiz

April 4, 2012



By TRICIA CARR



Sub-Zero refrigerator

Home appliance brand Sub-Zero and Wolf is looking to interact with luxury consumers via a free online quiz that tests food preservation knowledge as a vehicle to market the brand's high-end refrigerators.

The "What's Your Freshness IQ?" quiz tests consumers on their knowledge of basic food storage and preservation techniques. Sub-Zero opened the challenge to the public this week and is promoting the quiz via traditional and digital channels and eventually its showrooms.

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Luxury Daily

“As the brand that specializes in refrigeration, we understand the importance of fresh food in the daily lives of our customers,” said Michele Bedard, vice president of marketing for **Sub-Zero and Wolf**, Madison, WI.

“The Freshness IQ Challenge shares helpful tips to ensure food lasts longer while also educating on the unique benefits of owning Sub-Zero,” he said. “We saw an opportunity to educate prospective owners and the broader public on the basics of food preservation in a fun, engaging way.”

Up for the challenge

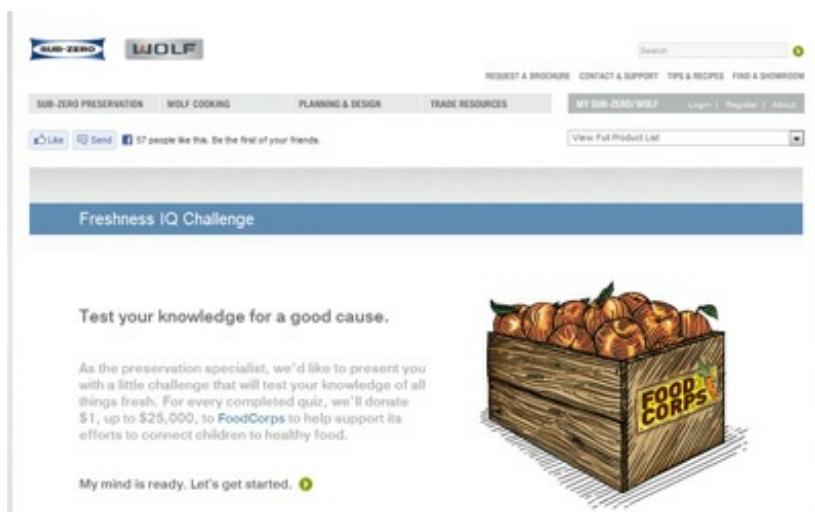
The new Freshness IQ Challenge is hosted on the brand’s Web site at <http://www.subzero-wolf.com/freshness-iq-challenge>.

This effort is meant to educate consumers on proper food storage tips, claims the brand.

It seems as though the brand is hoping that by educating consumers on these issues, potential buyers will highly-regard the Sub-Zero brand.

Sub-Zero will donate \$1 per quiz completed, up to \$25,000 to nonprofit organization **FoodCorps**, which can only add to the positive brand association.

The opening quiz page shares the purpose of the quiz and positions Sub-Zero as a food preservation specialist. This page also explains the FoodCorps donation.



What's Your Freshness IQ? quiz page

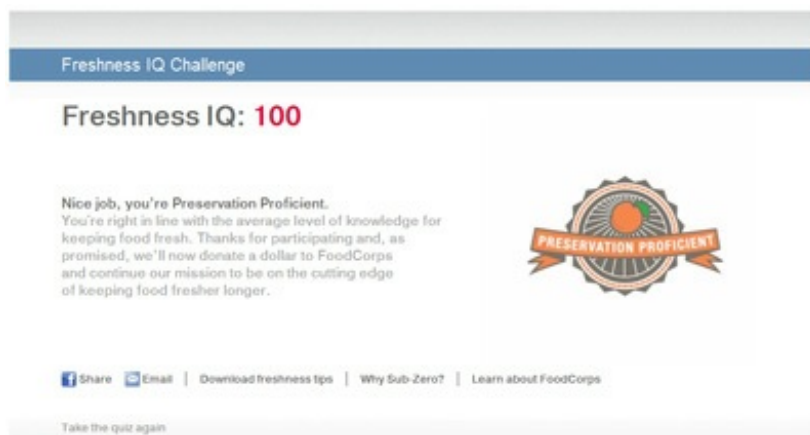
The quiz starts by polling users on gender and grocery shopping frequency. It goes on to quiz users in three categories.

Preservation is the first category and includes true-false statements such as “A combination of chilled air and humidity is ideal for produce.”

The storage section of the quiz asks users to drag items into the correct section of a virtual refrigerator.

The Ethylene section asks users to decide which produce items emit ethylene gas, which speeds up the spoiling process for nearby fruits and vegetables.

The results page analyses each user's answers and assigns a score. It also contains a notification of the \$1 donation to FoodCorps and the opportunity to share quiz results on social media platforms.



Results page

Sub-Zero hopes to spread its name through the sharing of the quiz on social media and by word-of-mouth.

“Our message has to reach [luxury consumers] where they are,” Ms. Bedard said. “Our customers are digitally-savvy and regularly gathering information online, whether it’s at home, work or on mobile.”

Food fight

Sub-Zero’s quiz came after the brand saw an opportunity to educate consumers and the public on the basics of food storage based on its products.

The idea for the quiz came from the Freshness Cards, a guide for storing food for optimal freshness, found in Sub-Zero’s built-in refrigerators, claims the brand.

In fact, initial quiz scores prior to its public release show that 50 percent of respondents do not know the basics of food preservation.

This way, Sub-Zero is aligning itself with an informative quiz that hones in on the brand’s mission and is a creative way to interact with consumers.

With additional sharing now that the quiz is open to the public, the brand could potentially use this quiz in its marketing efforts for an extended amount of time.

Other luxury brands have used quizzes to draw attention to products.

For example, lifestyle brand Ralph Lauren released the Life in Color quiz on its Facebook page to promote its new fragrance collection, The Big Pony Collection for Women, and offered a chance to win a \$4,000 shopping spree as an incentive for consumers to complete the quiz ([see story](#)).

In addition, Philadelphia-based jeweler Lagos used a quiz to push talisman pendants from its Rare Wonders Collection. Users who took the quiz were given an animal that symbolizes their own personality traits ([see story](#)).

“Having the quiz in a digital format makes it more accessible and likely to be shared, thus extending the brand’s message and visibility,” Ms. Bedard said.

Final Take

Tricia Carr, editorial assistant on Luxury Daily, New York

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