Representing America's milk brands, MilkPEP is dedicated to educating consumers about milk's nutritional benefits and promoting healthy lifestyles by drinking real dairy milk.

PROBLEM

MilkPEP was looking for a unique and compelling way to encourage people to drink milk. They needed to drive consumers to their local stores to buy more genuine dairy milk. They specifically wanted to engage young mothers who are typically in charge of planning meal preparation for their family.

They wanted a campaign that could not just create interest but to drive actual quantifiable purchases of milk.

SOLUTION

MilkPEP partnered with Relish on Serious Eats and Simply Recipes.

Relish created “Milk Month” in February to promote milk under a unified theme. Relish integrated placements via recipe collections, meal plans, custom recipes, custom videos on Serious Eats and Simply Recipes. All of the recipes had a focus on real dairy Milk as a primary ingredient.

With a goal of 14,080,000, they received 19,682,116 impressions via Serious Eats and Simply Recipes.

RESULTS

- Recipe collections generated over 200,000 pageviews with an average time on page of 18:18. This long average time duration is a strong indicator that recipes are being engaged with and ingredients are being purchased.
Social media promotion was a bonus offering for the campaign and had an impressive 280,000 bonus impressions with a 3% engagement rate and 2.09% CTR. Also ran 4 Facebook Live events that had nearly 87k views.

19,682,116
Impressions received compared to 14,080,000

18:18
Average time spent viewing recipe collections

2.09% CTR
On social media campaigns

Over 10,000 print page clicks and views, 0.33% overall average CTR, or over 8K engagements and 6K clicks to branded content on Facebook/Instagram.

BRAND ATTRIBUTES

The branded article yielded stronger agreement that dairy milk "tastes good," "complements food" and "goes with any meal."

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Branded Article (%)</th>
<th>Unbranded with Display (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health benefits</td>
<td>85%</td>
<td>82%</td>
</tr>
<tr>
<td>Key Ingredient in Recipes</td>
<td>84%</td>
<td>80%</td>
</tr>
<tr>
<td>Tastes good</td>
<td>83% B</td>
<td>70%</td>
</tr>
<tr>
<td>Complements food</td>
<td>73% B</td>
<td>67%</td>
</tr>
<tr>
<td>Goes with any meal</td>
<td>58% B</td>
<td>50%</td>
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</tbody>
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BRAND METRICS SCORES

Minor lifts in brand metrics for dairy milk occurred as a direct result of viewing the branded article.

<table>
<thead>
<tr>
<th>Product Usage</th>
<th>Affinity</th>
<th>Purchase Intent</th>
</tr>
</thead>
<tbody>
<tr>
<td>49%</td>
<td>70%</td>
<td>78%</td>
</tr>
<tr>
<td>▲+3% pts</td>
<td>▲+3% pts</td>
<td>▲+2% pts</td>
</tr>
<tr>
<td>52%</td>
<td>73%</td>
<td>80%</td>
</tr>
</tbody>
</table>

19,682,116
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