

***Relish partnered with an international beverage company to attract the interest of an energetic millennial audience.***

## **PROBLEM**

The international client wanted to engage millennial consumers to promote their new original flavors. This client was also partnered with a national grocery store chain in an effort to drive bottom-of-the-funnel sales at the store locations.

In order to compel millennial consumers to engage with branded digital content, they needed a platform to showcase a selection of recipes paired with the new the flavors. The beverage company and grocery store chain were also teaming up for a sweepstakes to promote their partnership.

The client wanted to accomplish these goals while staying true to their classic and established brand.

## **SOLUTION**

The client partnered with Relish to drive sales of their new flavors at the grocery store chain.

They ran integrated ad placements via Sponsored Articles on Serious Eats, Simply Recipes and The Kitchen during Game Day 2019 in February, one of the highest traffic days for these websites. They also utilized the SMART module running ROS to the store chain areas on Fexy.

Relish published recipes from the store chain on Serious Eats, Simply Recipes, and The Kitchn. They featured pairings for the new flavors, driving high page views and roughly 8 minute average page view times.

**6,908,003**

Total impressions in states where grocery chain is located

**2,500,000**

Impressions on Game Day (+28% above goal)

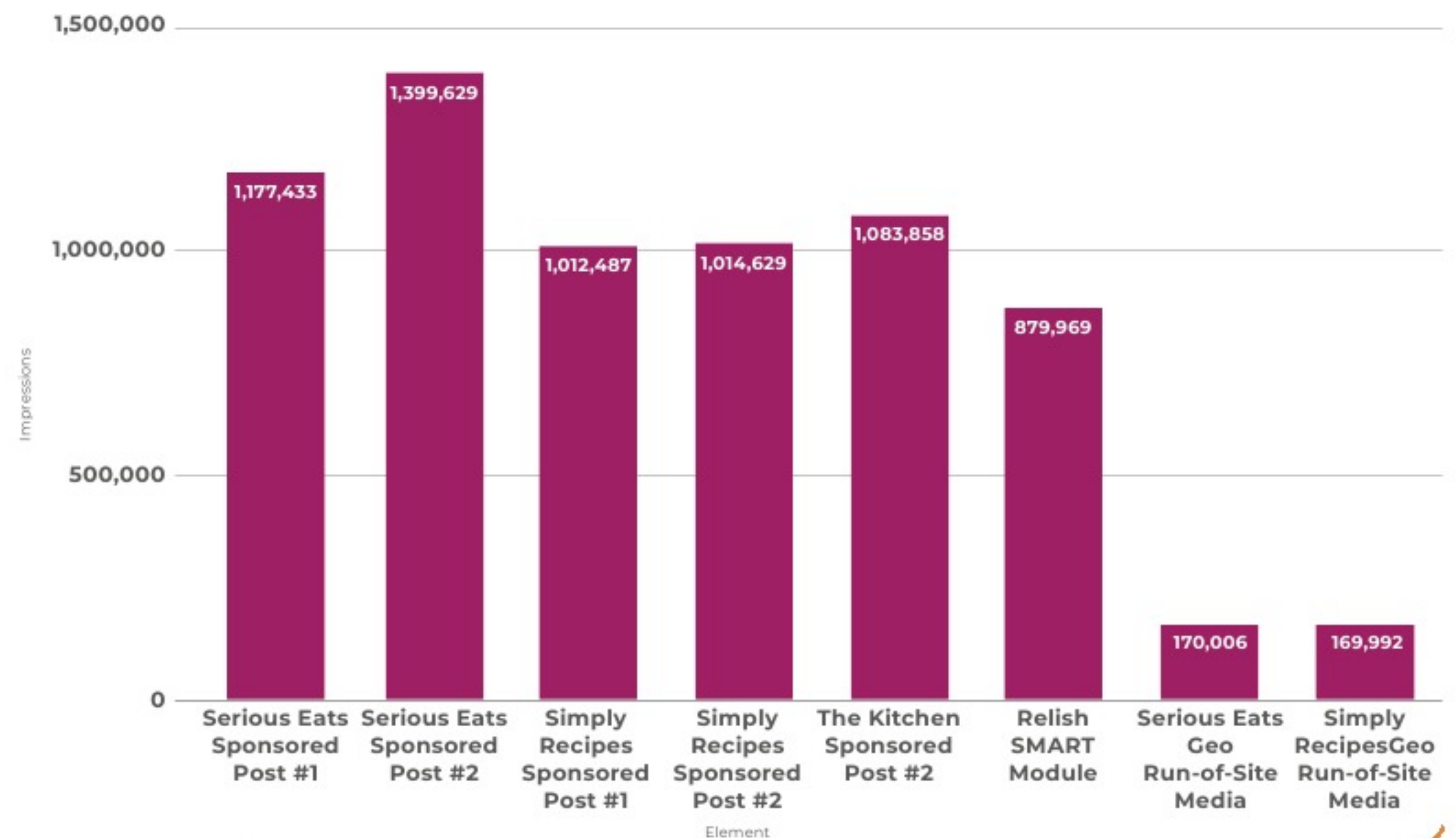
**280,000**

Added reach on Social Promotion, with a 2.20% CTR to content

## RESULTS

- ▶ The client was guaranteed 6,100,000 impressions and received 6,908,003.

Impressions by platform



**6,908,003**

Total impressions in states where grocery chain is located

**2,500,000**

Impressions on Game Day (+28% above goal)

**280,000**

Added reach on Social Promotion, with a 2.20% CTR to content

- ▶ These ads ran on Game Day 2019, where sponsored recipes received almost 450k page views during the campaign time frame, and all ads generated more than 2.5MM impressions (+28% above target goals).

- ▶ As an added value, Fexy had The Kitchn create a sponsored post featuring the Relish SMART Module shoppable recipe in the 300x600 banner distributed across The Kitchn, in tandem with a geo-targeted native promotional unit. Together, these units funneled traffic from one of the top food sites to the product directly to shopping carts on the Relish platform.