



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.

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

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.



Our Top 6 Recipes Made with Real Milk

We've teamed up with Milk Life to bring you our top recipes made with real milk. From chicken, we've got simple goodness covered.



This post is brought to you in partnership with Milk Life.

Real milk is our go-to for breakfast cereal, smoothies, lattes, creamy soups, and silky pastas. It's always on the grocery list, and having a gallon on hand ensures quick meals are at the ready.

Cooking with Real Milk: 6 Timeless Recipes to Share with Good Company

SERIOUS EATS PARTNERS

PRINT-FRIENDLY VERSION



www.fexy.com



▶ 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.



Milk Month: Chocolate Pudding.
Posted by Serious Eats
10,128 Views



simplyrecipes
Make this Creamy Pasta with Salmon and Peas your new go-to weeknight dinner! We've partnered with @milk to share this easy recipe made with a rich béchamel, flaky filets, and vibrant veggies. It's sure to become a family favorite. #sponsored #milk #simplyrecipes
https://www.simplyrecipes.com/recipes/creamy_pasta_with_salmon_and_peas/
View all 7 comments
ciboaltonyc 🍴🍴🍴🍴🍴
christensenemma Yummm 🍴
afghanfood_123 🍴🍴🍴🍴🍴 Hallo
macsto @dcrsto recipe for fish night!
Liked by christensenemma and 494 others
FEBRUARY 15
Add a comment...

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

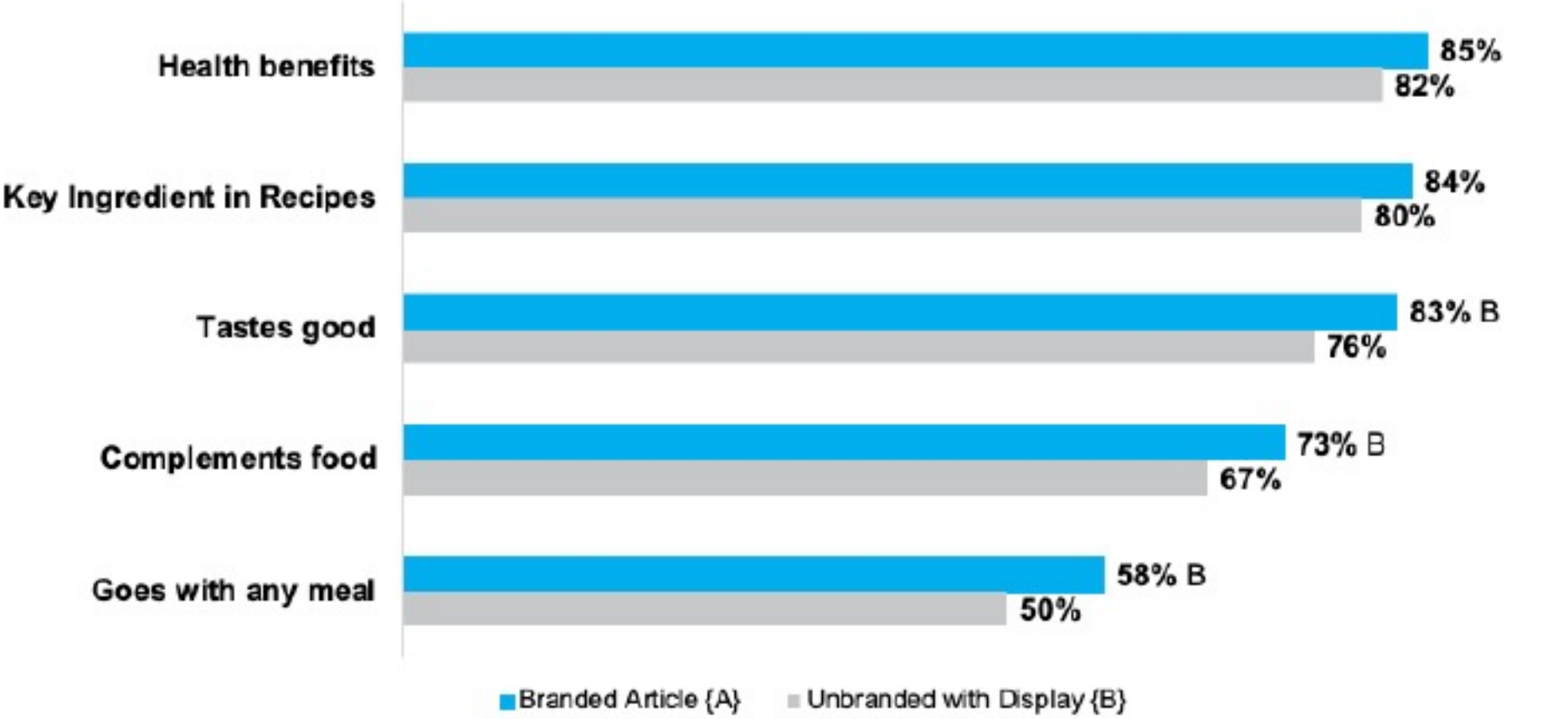
18:18
Average time spent
viewing recipe collections

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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

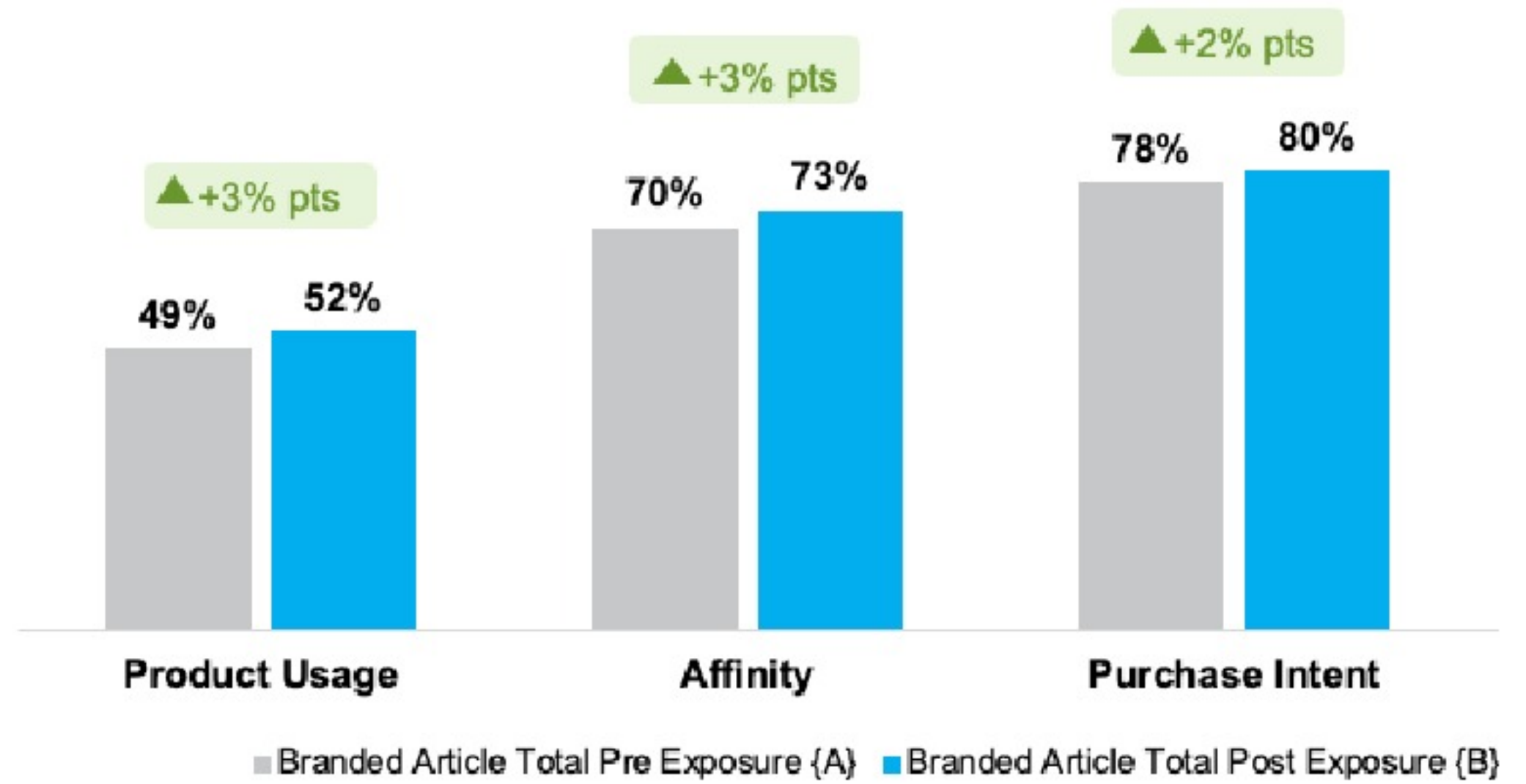
The branded article yielded stronger agreement that dairy milk “tastes good,” “complements food” and “goes with any meal”





BRAND METRICS SCORES

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



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CAMPAIGN IMPRESSIONS

