

## Entice Readers with Family Recipes

### Approach:

With a goal of highlighting family-friendly dishes from a popular recipe book, an institute dedicated to marketing food retailers and wholesalers with the help of its agency partnered with Family Features and used our new Recipe Feature program to assemble a highly visual food campaign.

Three easy-to-make recipes and high-quality images jump off the page to draw in editors and readers and provide them with subtle key messaging and main courses to serve at the family table.

### Results:

- More than **750 placements** in digital and print publications nationwide in just **8 weeks**
- More than **100 million total impressions**, including **16 million earned impressions**
- More than **200,000 total social media, cost-per-click and recipe video engagements**
- More than **200,000 recipe video views**
- A total ad equivalency of more than **\$900,000** across all platforms
- An overall ROI of **42:1** (Budget: under \$25,000)

### Secrets to Success:

- **Popular Themes:** Creating a campaign that takes advantage of a popular theme – like family meals or holiday, for example – provides our comprehensive editorial network with timely, appealing content to maximize your brand’s exposure.
- **Stunning Images:** Recipe content should be highly visual, and delicious images with clearly defined dishes tend to grab editors’ and readers’ eyes.
- **Compelling Content:** Editors search for themes first then photos and headlines. This Feature delivered with a popular editorial hook, eye-catching images, an approachable headline and content readers could easily use.

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## Family Meals Matter

**Family Features** helps them sit out together in their own homes and share the love of food. Family Meals Matter is the result of a partnership with the **Family Meal Movement™**. It’s a national campaign to encourage families to eat together every day. It’s a call to action to make time for each other and enjoy the time together. It’s a call to action to make time for each other and enjoy the time together.

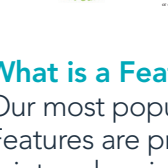


**Meatballs**  
1. Preheat oven to 375°F.  
2. In a large bowl, combine ground beef, onion, garlic, bread crumbs, egg, salt, pepper, and parsley.  
3. Form into 1-inch balls.  
4. Bake in oven for 25 minutes.  
5. Serve with marinara sauce and melted cheese.

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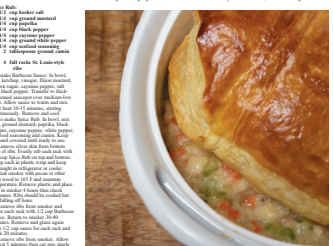


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### What is a Feature?

Our most popular format among editors, Features are promoted across our digital, print and social media channels. Exclusive to Family Features, the Feature program offers the highest deliverables and includes 750-1,000 words, multiple images, a full-page layout, Social Media Amplification and cost-per-click Content Amplification.