



Find Out

Which Sweet Treat  
Are You?



**BAKER'S JOY "WHICH SWEET TREAT ARE YOU?"  
BLOGGER/INTEGRATED SOCIAL CAMPAIGN CASE STUDY**



Satisfy your every craving on our deliciously fabulous fan page.

Like us to experience our **"Which Sweet Treat Are You?"** Personality Quiz.




### Which Sweet Treat Are You?

Are you a tangy tart or a light & refreshing shortcake? Traditional apple pie or a chocolate custard to die for? Take our epicurean personality quiz to unveil your delicious recipe.

Participants will be entered to win a \$500 Visa Gift Card, KitchenAid Mixer, & a year's supply of Baker's Joy. Daily prizes too!



**TAKE THE QUIZ!**

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### What is your baking style?

follow the recipe step by step	I only start from scratch	tweak the ingredients to make it my own
it is always a surprise	whatever is good for my mind, body, & soul	the more chocolate the better
boxed treats put my mind at ease	simple no-bake recipes are my style	a lot of spice, and everything nice

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### Favorite Breakfast Club character



never watched the movie



can't pick just one

### Almost there...

Submit your info to be entered to win a \$500 Visa Gift Card, a KitchenAid Mixer, and a year's supply of Baker's Joy. \$50 daily prizes thru 5/5. If you can't wait another minute to find out which sweet treat you are, click the 'skip' button below.

**Name \***

First Last

**Address \***

Address 1 Address 2

City State Postal Code

**Email/Phone \***

Email Phone

**Required \***

I'm a legal U.S. resident and at least 18 years old\*

I've read and agreed to the Privacy Policy and Official Rules\*

**Let's Keep In Touch**

I'd like to hear from Baker's Joy regarding this contest and other promotions

I'd like to receive emails from other B&G Foods brands

**SUBMIT**

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Your Result:  
**I'm a Fruit Tart!**



I'm sweet, yet embrace my sassy alter ego. I'm the life of the party! I have a bright personality and am always fun to be around. My friends can always count on me to brighten their day.

[Share](#) [Tweet](#) [Print](#)

Scroll down to see your recipe.

# BAKER'S JOY "WHICH SWEET TREAT ARE YOU?" BLOGGER/INTEGRATED SOCIAL CAMPAIGN

## OUR TASK

With an emphasis on Millennials, promote Baker's Joy in a non-traditional way to drive seasonal in-store sales and grow the brand's database. Additionally, a focal KPI was social engagement across the key channels we leveraged for cross-promotion e.g. Facebook campaign app, YouTube recipe videos, Pinterest campaign recipe Pins, etc.

## OUR STRATEGY

Create a BuzzFeed-like personality quiz. We recruited 9 top-tier foodie bloggers to create sweet treat recipes (each recipe was a quiz result), and leveraged their social footprint as the primary driver of campaign awareness. Each recipe was re-created in the form of short videos and featured on Facebook, YouTube, Twitter/Vine and Instagram.

## THE RESULTS

### SECURED EDITORIAL

- Total blog features: 9
- Total blogger outreach social engagements: 21,289\*
- Total blogger outreach impressions: 1,000,000+\*

\*Impressions earned on blogger social channels

### ENGAGEMENT STATS

- Total Facebook reach: 3,000,000+\*\*
- Total Twitter reach: 40,000+\*\*
- Total YouTube views: 15,000+\*\*
- Total YouTube impressions: 61,442\*\*

\*\*Total engagements secured on Baker's Joy social channels: 30,000+

### TOTAL IMPRESSIONS

- 4,500,000+

*"Most successful B&G Foods promo ever!"*

*- Renee Heath  
B&G Foods Digital  
Marketing Manager*

B&G Foods is a publicly traded food-centric holding company.