

Crock-Pot™ Slow Cookin' Recipe Contest

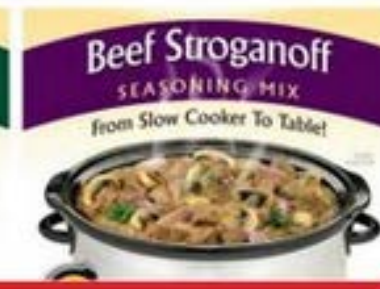
Enter to Win
a Year of Free Groceries!

\$8,500 value



A Message From 2012
Champion Sherri Williams

Enter to Win



Vote for your favorite
Crock-Pot™ Slow Cookin' Recipe
Contest finalist and win!



CROCK-POT™ SLOW COOKIN' RECIPE CONTEST CAMPAIGN CASE STUDY

CROCK-POT™ SLOW COOKIN' RECIPE CONTEST CAMPAIGN

OUR TASK

The campaign focus was to help launch two new seasoning mixes flavors. We did this by executing an integrated digital campaign – *2nd Annual Crock-Pot™ Slow Cookin' Recipe Contest*.

OUR STRATEGY

We drove contestants and fans to Facebook where entries were submitted and recipes were socially shared, emailed, printed, etc. Finalists which were then featured on a new FB promo tab for voting. Promotion included blogger outreach, multi-digital channel media buys, viral video distribution (we created recipe videos), and traditional PR

THE RESULTS

SECURED EDITORIAL

- Total recipes submitted: 225
- Total blogger/vlogger posts: 50
- Total YouTube videos we produced and added to Crock-Pot™ channel: 12

ENGAGEMENT STATS

- Total votes casted: 6,372
- Total Facebook fans gained: 16,770
- Total Twitter followers gained: 605
- Total blogger outreach on-page social engagements: 146,877

TOTAL IMPRESSIONS

- 8,000,000+