

CONTENT CONNECT TRANSFORMS KRAFT DESSERTS @THE HOLIDAYS

Kraft dessert brands (Jello, Coolwhip, Jettpuff, and Bakers Chocolate) are often purchased as an ingredient to a greater recipe, rather than standalone use. Looking to increase brand sales, Kraft activated Content Connect to serve up trending recipes and cooking inspiration throughout the holidays.

Leveraging dessert recipes and images indexed from kraftrecipes.com, the brand worked with Flite to develop a custom display unit that personalized ads based on search and trending data from leading food sites. Recipes that weren't "on trend" were then rotated out of the mix and replaced with trending topics.

All components of the ad, including the recipes and images, were indexed from kraftrecipes.com and amplified a 1:1, custom experience developed by Flite.



CONTENT-POWERED ADS DRIVE HIGHER ENGAGEMENT BY 320%

KRAFT // PHILADELPHIA CREAM CHEESE

CAMPAIGN PERIOD: JAN - DEC 2015

CHALLENGE

- Kraft sought inventive ways to drive adoption of Philadelphia Cream Cheese as a multi-purpose cooking ingredient via recipe ideas

OBJECTIVE

- Drive awareness and engagement by combining recipes with social media amplification

FLITE SOLUTION

- Built custom, Content Connect ads to encourage interactivity with Kraft's digital recipe book
- Launched and optimized personalized campaigns during key holidays and festivities

RESULTS

- Drove 320%* higher ad engagement
- Increased CTR by 245%*
- Kraft leveraged this ad type and campaign approach across 10 other brands in its portfolio

+320%

HIGHER ENGAGEMENT*



*vs. Industry average (Google Double Click)