

# FLEISCHMANN'S YEAST IS ON THE RISE

**FLEISCHMANN'S YEAST** partnered with GumGum to further build brand awareness, drive trial, and maximize inspirational content for scratch bakers.

## ■ FLEISCHMANN'S MAKES A DIFFERENCE

In 1868, the Fleischmann brothers built a yeast plant in Cincinnati, Ohio and created America's first commercially produced yeast. Since then, they've revolutionized the yeast industry over and over with consistently quicker rising times. **FLEISCHMANN'S YEAST** wants baking to not only be a hobby, but a passion, and prove that making a dish from scratch is not only more satisfying, but tastes better too.

## ■ THE OBJECTIVE

Gain "share of stomach", and ignite consumer interest to bake with **FLEISCHMANN'S YEAST**.

## ■ THE SOLUTION

GumGum built custom in-image units to reach **FLEISCHMANN'S YEAST** targeted audience of females 25-49, who are "scratch enthusiasts" and/or bakers.

## ■ MILLWARD BROWN INSIGHTS

1. Brand awareness for the target demo increased 14.6% after seeing a GumGum ad.
2. GumGum found that brand awareness and purchase intent each grew over 20% for people aged 65+. This demographic should be targeted in future campaigns.
3. For people aged 25-34, message association with the brand grew over 18%.



## ■ THE RESULTS

**0.42%**

CTR

7x higher than industry benchmark of .06%\*

**8.2%**

Engagement

2.8x higher than industry benchmark of 2.9%\*

**42%**

Attention Quality

1.5x higher than industry benchmark of 28%\*