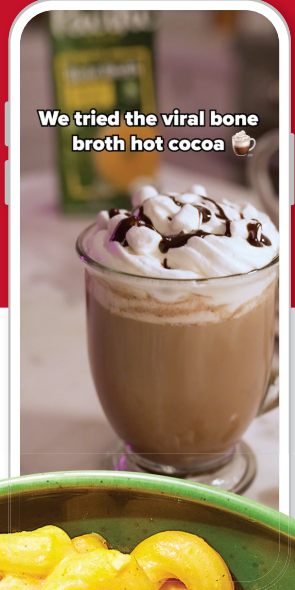
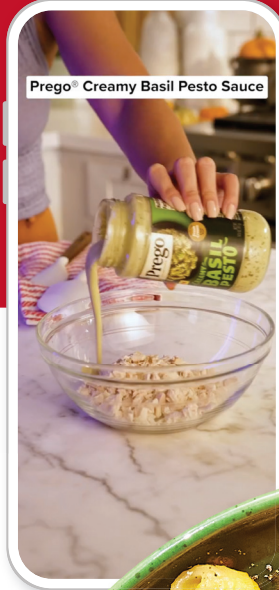


January 2025

MEAL CULTURE ENGINE 3.0

A first-of-its-kind content ecosystem connecting
Campbell's with Gen Z and Millennials



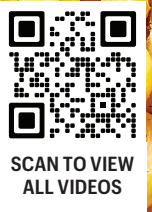
Campbell's®

Pace®

Pacific
FOODS

Prego®

V8®





Campbell's®

Pace

Pacific
FOODS

Prego

V8

A NEW KIND OF PARTNERSHIP

The Vision:

Create content at the speed of culture, with social videos that capitalize on real-time trends and recipe refreshes that utilize first-to-market AI tools.

How We Do It:

- Unprecedented editorial access
- Dedicated content and production teams
- Always-on research and insights

Our Impact:

+45PT

LIFT IN UNAIDED BRAND
AWARENESS WITH
GEN Z & MILLENNIALS

+11%

LIFT IN PURCHASE
CONSIDERATION FOR GEN Z AND
10% LIFT IN BRAND OPINION

After viewing the campaign, people were more likely to believe Campbell's is an **innovative brand that offers creative recipe solutions.**

Source: Latitude Study, Aug 2023-July 2024

allrecipes

EatingWell

FOOD&WINE

Parents.

People

serious eats

Simply
RECIPES

Southern Living

A SNAPSHOT OF SUCCESS

Campaign Highlights
September 2024 To-Date

Cultural Content

7M+

TOTAL VIDEO VIEWS

Evergreen Content

52

TOTAL VIDEOS
LAUNCHED

12.6M+

TOTAL VIDEO IMPRESSIONS

23

TOTAL RECIPES
CREATED (PACIFIC)



Buy Ingredients Online

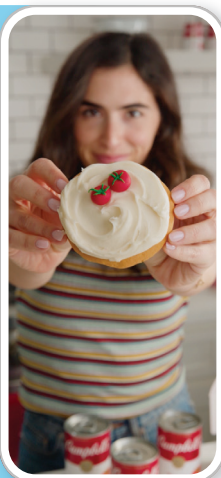
Tomato Spiced Cookies

- Campbell's Condensed Tomato Soup
Campbell's Condensed Tomato Soup, 10.75 oz Can
\$1.26 [Swap](#)
- All-purpose Flour
Great Value All Purpose Enriched Flour 2LB Bag
\$1.32 [Swap](#)
- Baking Powder
Great Value Double Acting Baking Powder, 8.1 oz
\$1.98 [Swap](#)

Walmart
2100 88th St
North Bergen, NJ
Change Store

Total: \$36.18

[Add to Cart](#)



ar allrecipes [Follow](#)
Paid partnership with pacificfoods

ar allrecipes [15w](#)
#ad The secret behind this crunchy rice salad's bold flavor? Cooking the rice in @Pacific_Foods Organic Chicken Broth for extra richness.

mookiemookabbas [15w](#)
Yummy

tomnbay [12w](#)
1 like Reply



TOP PERFORMING VIDEOS

French Onion Bake

Red & White + Allrecipes

2.3M+
IMPRESSIONS

1.5M+
VIDEO VIEWS

8.40%
VCR



Spicy Buffalo Chicken Pull-Apart Bread

Red & White + Southern Living

2.1M+
IMPRESSIONS

1.1M+
VIDEO VIEWS

2.74%
VCR

Crunchwrap Burrito

Pace + Allrecipes

1.2M+
IMPRESSIONS

243K+
VIDEO VIEWS

8.39%
VCR (54% ABOVE BENCHMARK)



Ditalini Carbonara

Red & White + Allrecipes

479K+
IMPRESSIONS

286K+
VIDEO VIEWS

5.70%
VCR (5% ABOVE BENCHMARK)

Demure Pasta Night (Organic Only)

Prego + Allrecipes

251K+ **192K+**
VIDEO VIEWS ORGANIC IMPRESSIONS





MONTH IN REVIEW

IN DECEMBER

We launched 8x new videos and 23 O&O new recipes

Top Performing Video: Lazy Leftover Pastina Jars

Pacific Foods + Allrecipes



194K+

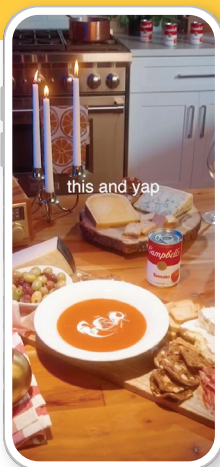
VIDEO VIEWS

331K+

IMPRESSIONS

48.85%

VCR (291% ABOVE BENCHMARK)



KEY CREATIVE LEARNINGS

- Continue exploring “mash-up” recipes and surprising ingredient combos because of success with videos like ‘Taco Cupcakes’ and ‘Bone Broth Hot Cocoa’
- Lean more into shooting styles that are proven to increase engagement and drive higher VCR like ASMR and Clear Voiceovers

Meet Your **MEAL CULTURE TEAM**

Thank you for your ongoing partnership—we can't wait to track down the next big food trend together!

PARTNERSHIP LEADS



Brian Kightlinger
CRO
Client Partnerships



Harriet Kadar
SVP
Brand Partnerships



Anna Ferguson
VP
Brand Partnerships



Aja Koenig
Director
Brand Partnerships



Tanner LeCuyer
Senior Manager
Client Activation



Bridget Jack
Director
Account Strategy



Lulu Bouzara
Account
Strategist



Amanda King
VP
Marketing



Blair Thill
VP
Content Strategy



Krissy Goode Mueller
Director
Content Strategy



Eric Handelsman
Group General
Manager & SVP, Food



Diamaris Welch
VP
Branded Video

SUPPORT TEAMS

Jess Brás, VP, Marketing

Esmee Williams, VP, Research & Insights

Ashley Frost-Morgan, Associate Director,
Research & Insights

Cheryl Carey, Senior Manager,
Sales Strategy & Insights

Diane Terwilliger-Silberfein, Director,
Research & Insights

Tim Fisher, SVP, AI Operations

Alex Cabrera, Senior Director, AI Operations

Heather Crombie, Director, Content Operations

Anna Lee Flaherty, Manager, Content Strategy

Bree Green, Supervising Producer

Matthew Willings, Video Content Creator

Maya Gastman, Freelance Digital Producer

Libby Groden, Associate Art Director

Ted Mauseth, Senior Art Director

Louis Gubitosi, VP, Development and
Build Solutions

Caitlin Petreycik, Senior Editor, Native Content

Liz Carmona, Executive Director, Native Content