

Kraft Philadelphia Cream Cheese Case Study

The following case study for Kraft Philadelphia Cream Cheese was written by Sarah Kessler and can be viewed in its entirety at Mashable.com (see the link below):

Asking kitchen-savvy women to not only invent their own dishes, but also shoot, edit and upload videos to a contest website, seems like a recipe for disaster. But when Kraft invited women to do just that in its latest online promotional campaign for Philadelphia Cream Cheese, it got about 5,600 more responses than the 400 it set as its goal. With Paula Deen at its helm, what was intended to be a one-year campaign blossomed into a thriving social network of more than 30,000 women.

“When it was all laid on the table, I couldn’t believe the opportunity. I had to pass on an ‘attagirl’ or a boost to more women out there,” explained Paula Deen at a recent promotional luncheon.

When someone seated at a nearby table reminded Deen that the campaign has also been successful in selling more cream cheese, she looked sarcastically surprised. “It did? I hadn’t even thought of that!” she said.

Read more at <http://mashable.com/2010/11/17/cream-cheese-social-network/>

Kraft Philadelphia Cream Cheese Links

Click on any of the links below to view Kraft Philadelphia Cream Cheese’s implementation of their social media strategy:

- Real Women of Philadelphia (forums, contests, recipes, and articles): www.realwomenofphiladelphia.com/
- Facebook: www.facebook.com/LoveMyPhilly
- Twitter: www.twitter.com/lovemyphilly
- YouTube: www.youtube.com/lovemyphilly

Kraft Philadelphia Cream Cheese Agency/Client Info

About the Agency:

The digital initiative, including video production, web site development and community management, was developed by EQAL in collaboration with Digitas and Kraft Foods. Social media strategy is being handled by DEI Worldwide, PR by Edelman, the tour by OgilvyAction, and media by The KraftOne team of Digitas and Mediavest.

Learn more here: www.mediapost.com/publications/article/124871/

About the Client: Kraft Philadelphia Cream Cheese

Everyone knows that Philly tastes good, but did you know it does good, too? The Philly plant in Lowville, NY, is one example of the big changes we're making to reduce our carbon footprint. We're proud that almost a quarter of the Lowville's total energy use now comes from alternative sources.

Learn more here: www.kraftbrands.com/philly/