

GoodFood

CASE STUDY PHILADELPHIA



Philadelphia Christmas Survey Calendar 2009 Multi-platform Ad Effectiveness Study

Proving that calendars are a worthwhile sponsorship investment

THE CHALLENGE

The Good Food sales team wanted to prove that sponsoring the Christmas calendar is an effective way to communicate with our readers throughout the year.

Philadelphia chose to sponsor the calendar in 2009 and were planning their activity for 2010. We wanted to demonstrate that by supporting the calendar they would engage with an audience of foodies who were keen on using Philadelphia in their recipes throughout the year.

THE IDEA

The editorial team chose to vary recipe ideas in the calendar, designing them according to the month and every other recipe featured Philadelphia.

Additionally, each month contained a tip suggesting other ways readers could use Philadelphia in their recipes.

THE EXECUTION

As well as featuring Philadelphia recipes and tips, the Good Food Christmas calendar was also clearly branded with the Philadelphia logo. To measure the success of the sponsorship opportunity a survey was sent out to 500 readers of Good Food Magazine on the BBC Brand Impact Panel. Respondents were asked about various elements of the sponsorship including: calendar appeal, brand fit and visibility, recipes tried, purchase intent and ideas for next year's calendar.

Simple food made delicious

Yummy and incredibly versatile, Philadelphia soft cheese isn't just for bagels. It's fresh and creamy, making it the perfect ingredient for quick and easy recipes that you and your family can enjoy all year round.

Cool, creamy and mouth-wateringly delicious, Philadelphia soft cheese tastes amazing spread on bagels and sandwiches or used as a dip for crudités, but you really can do so much more with it. Use it as an exciting ingredient in lots of gorgeous recipes – why not treat yourself by making the seasonal, flavour-packed ones in this calendar?

RECIPES FOR SUCCESS
Whether you're planning a quick midweek family meal or cooking to impress dinner guests, Philadelphia is the perfect ingredient.

It's great for show-stopping dishes like Creamy smoked salmon risotto (see February) or Garlic & herb roast chicken (April), indulgent desserts such as Strawberry cheesecake (June) and Rich dark chocolate & coffee roulade (December), picnic

favourites like Simple summer tart (August) and even pasta dishes – see October's Creamy spaghetti with roasted pepper, garlic & rocket. Once you try these easy recipes, you'll wonder why you've never cooked with Philly before.

TRY SOME OTHER FLAVOURS
For an even bigger taste sensation in your recipes, try experimenting with Philadelphia's full range of flavours, including Chives, Garlic & Herb and Basil. Philadelphia is versatility in a tub, so come on, have fun using it in new ways and savour the delicious results throughout the year!

A taste of perfection
Discover all the wonderful flavours of the Philadelphia range. There's the classic Original, lower-fat versions Light or Extra Light, and the gorgeous Chives, Garlic & Herb and Basil. The new Stay Fresh packs mean you can enjoy the delicious taste for even longer – and their oval shape allows you to scrape every last bit from the tub! If you're out and about, you can still enjoy the smooth, creamy taste of Philadelphia with its Minisubs, Splendips, Snaks and Sandwiches.

PHILADELPHIA

Advertisement feature

For more information and recipes, visit philadelphia.co.uk

