



Client:

Campaign:

Heavenly Inspiration

Agency:

Starcom

Campaign Objectives:

- Break the consumer perception that cream cheese is only for spreading on bread
- Showcase new ways for current and future consumers to experience Philadelphia cheese, emphasizing its versatility via a wide range of simple recipes.

Target Audience:

Women 25-54
Philadelphia users

Campaign Dates:

Nov-Dec 2008

TMoS Campaign:

- Celebrity chef Aldo Zilli fronted our campaign, bringing his expertise and celebrity endorsement to Philadelphia and the featured recipes.
- Six recipes using Philadelphia as a key ingredient appeared in a succession of advertorials in You magazine. The campaign launched with a DPS, followed up by half pages for the next five weeks.
- We created a microsite: www.heavenlyinspiration.co.uk which hosted six vodcasts showing Aldo preparing each recipe.
- Readers/web visitors were invited to enter a competition to win a place at Aldo's regular masterclass, involving a morning's cooking and instruction followed by lunch with the chef himself.

TMoS Works:

The campaign achieved ...

- 14,844 unique users
- 47,506 page impressions
- 2,601 exits to Philadelphia's website, 18% of total microsite visitors.

