

honey | Kitchen x



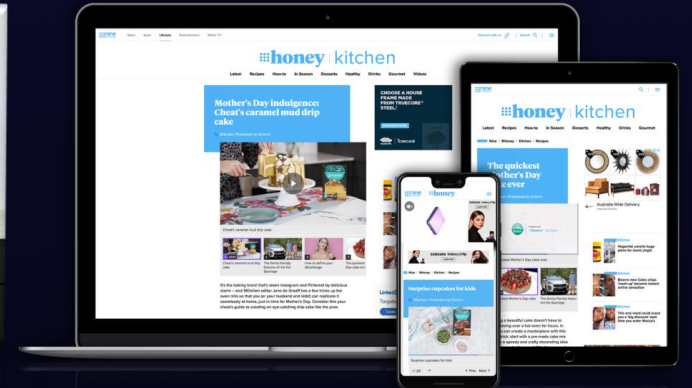
BIG MARKETING MOMENTS BY Powered



EXECUTION

Nine's Powered Studios produced and integrated Green's baking occasions into three high-quality native videos led by Jane DeGraaff and distributed on the 9Kitchen section of 9Honey. These videos were designed to showcase the range of Green's baking products and provide Jane's expert opinion on how tasty and easy to make these recipes are.

In addition, four Hands in Pans videos were created to focus on key seasonal baking moments, such as school holidays and Mother's Day. These videos all featured and referred to Green's products.



CHALLENGE

One of Australia's most famous baking brands, Green's, wanted to stand out within the baking category and showcase their "home style" range. Over time, the baking category had become commoditised, with price the only lever for differentiation.

So how could Green's gain traction as the owner of home baking occasions and drive product consideration? A premium digital partnership with Nine.



SOLUTION

As COVID-19 began, Australians embraced baking like never before and this offered a timely opportunity to connect Green's with Nine's high-value audience, delivering premium, editorially aligned content. Nine's solution focused on demonstrating Green's three main product benefits: ease, taste and togetherness.

The campaign included a flagship partnership with Australia's most engaged women's network, 9Honey, to showcase these benefits with engaging, relatable editorial content hosted by 9Honey Kitchen editor, Jane DeGraaff.



RESULTS

+22%

Against video view targets.

+43%

Against video engagement targets.

2 MINS

Spent on each video.

8X

Click-through rates eight times higher than industry benchmark