



Promoting Nutritious Content to Establish Trust

They Engaged

33,436

People

Who Spent

1m 50s

On Average

Delivering

68%

Brand Lift

General Mills' Goal: Solidify the Trust of American Mothers

With the announcement about removing artificial flavors and dyes from its cereal, General Mills wanted to capitalize and earn the full trust of moms.

Our Solution: Promote Earned Content Around Cereal Nutrition

inPowered enabled General Mills to identify and promote the most engaging earned content created from its announcement that was published on blogs and in major online publications. This content amplification resulted in a substantial increase in moms being likely to consider General Mills.

Content

The campaign included a total of eight content pieces with coverage from the announcement made by General Mills about the removal of artificial flavors and dyes from its cereal. The content with the highest engagement rate (50%) came from a Graceful Chic blog post, one of the most relatable and appealing publishers to the target audience.



The General Mills campaign drove 45,644 social actions (sharing) across the eight content pieces that were promoted.

Audience

General Mills wanted to reach women 25-44 with children that were skeptical of packaged foods. Related interest categories were used across all the distribution channels and the highest engagement came from the following categories: cereal and healthy food, organic and natural foods and parenting.

Ads & Distribution

The content used for the campaign was distributed through three main native ad formats - social in-feed and in-ad units - with the highest engagement rate coming from social ads.

The inventory sources used for the campaign included Facebook, Yahoo and DoubleClick AdX. Facebook was the strongest distribution channel in terms of engagement rate.

