

# Meredith Digital and Georgia-Pacific Partner to Reach Women Through Large-Scale Custom Content Campaign

## Unified Content Development and Distribution Strategy Drives Greater Impact for Leading Consumer Packaged Goods Brands

NEW YORK, Oct. 14, 2015 /PRNewswire/ -- Meredith Corporation (NYSE:MDP; [www.meredith.com](http://www.meredith.com)), the nation's leading media and marketing company serving 100 million unduplicated U.S. women, has partnered with Georgia-Pacific, one of the world's leading makers of consumer products, to develop and distribute custom content to engage millions of consumers across Meredith Digital's network of properties. The year-long campaign brings together a comprehensive marketing plan across six Georgia-Pacific leading packaged goods brands including: Angel Soft®, Brawny®, Dixie®, Sparkle®, Quilted Northern®, and Vanity Fair®.

The campaign began with the ideation, creation and development of more than 1,400 pieces of custom content by Meredith Xcelerated Marketing – its strategic content marketing services arm – in close partnership with Georgia-Pacific and ZenithOptimedia. Each piece of content was designed to engage consumers across Meredith Digital's key verticals, including: home, food, lifestyle, parenting and family. The custom content developed for Georgia-Pacific was crafted to engage audiences on Georgia-Pacific's brand sites and social media channels as well as across Meredith Digital's network of websites, which include Allrecipes, Better Homes and Gardens, Rachael Ray Every Day, Martha Stewart Living, and Parents.

"We set out on an ambitious path to marry compelling content with innovative media to drive consumer engagement," said Douwe Bergsma, Chief Marketing Officer, Georgia-Pacific Consumer Business. "By combining our content development and distribution strategies through a partnership with Meredith, we have a scaled approach to reach and engage our target audience more effectively, and we are pleased with the results we are seeing to date."

"Georgia-Pacific is a forward-looking partner that is intelligently pushing the boundaries of how to reach its target audience in an engaging, scaled fashion. We're excited to work with them on what we see as the future of digital media partnerships," said Marc Rothschild, Senior Vice President, Meredith Digital. "Meredith has always had powerful content trusted by consumers. We now have the scale, data, platforms and expertise to be able to provide end-to-end solutions for the world's leading marketers."

### **ABOUT MEREDITH CORPORATION:**

Meredith Corporation (NYSE: MDP; [www.meredith.com](http://www.meredith.com)) has been committed to service journalism for more than 110 years. Today, Meredith uses multiple distribution platforms – including broadcast television, print, digital, mobile, tablets and video – to provide consumers with content they desire and to deliver the messages of its advertising and marketing partners.

Meredith's National Media Group reaches a multi-channel audience of 220 million consumers monthly, including more than 100 million unduplicated American women and over 60 percent of U.S. Millennial women. Meredith is the leader in creating content across media platforms in key consumer interest areas such as food, home, parenthood and health through well-known brands such as *Better Homes and Gardens*, *Parents*, *Shape* and *Allrecipes*. The National Media Group features robust brand licensing activities, including more than 3,000 SKUs of branded products at 4,000 Walmart stores across the U.S. Meredith Xcelerated Marketing is a leader at developing and delivering custom

content and customer relationship marketing programs for many of the world's top brands, including Kraft, Lowe's and Chrysler.

Meredith's Local Media Group includes 17 owned or operated television stations reaching 11 percent of U.S. households. Meredith's portfolio is concentrated in large, fast-growing markets, with seven stations in the nation's Top 25 - including Atlanta, Phoenix, St. Louis and Portland - and 13 in Top 50 markets. Meredith's stations produce approximately 650 hours of local news and entertainment content each week, and operate leading local digital destinations.

Logo - <http://photos.prnewswire.com/prnh/20090810/CG58830LOGO>

SOURCE Meredith Corporation

For further information: Patrick Taylor, 212/551-6984; Patrick.Taylor@meredith.com, Meghan Heide, 212/551-7072; Meghan.Heide@meredith.com

---

<https://news.people.inc/2015-10-14-Meredith-Digital-and-Georgia-Pacific-Partner-to-Reach-Women-Through-Large-Scale-Custom-Content-Campaign>