

# Meredith And Reynolds Partner To Inspire And Connect With Consumers Through Multi-Platform "Endless Table" Content Campaign

## Custom Native and Editorial Content Drives Market Share for Leading Food Packaging and Cooking Branded Products

NEW YORK, July 11, 2016 /PRNewswire/ -- Meredith Corporation (NYSE:MDP; [www.meredith.com](http://www.meredith.com)), the leading media and marketing company serving 102 million unduplicated American women, including 72 percent of U.S. millennial women, is partnering with Reynolds Consumer Products, which includes the iconic Reynolds Wrap® Aluminum foil, to create and distribute native custom content to engage millions of consumers across Meredith's portfolio of brands. This new integrated campaign is a further extension of Reynolds' popular "Endless Table" Instagram cookbook social campaign focused on seasonal entertaining and recipes.

In collaboration with Havas Media, the multi-platform program leverages the powerful combination of Meredith Digital's largest portfolio of food sites in the United States with its trusted magazine brands, and incorporates key elements ranging from content creation to video to native units of recipe-relevant tips and geo-targeted shopper marketing units alongside more than 30,000 recipes relevant to Reynolds products.

"We're partnering strategically with Meredith to develop a large-scale, 'always on' approach to reach, interact with and inspire our target audience in a manner that mutually benefits both consumers and our brands," said Ken Lane, President of Reynolds Foil and Cooking. "Our program with Meredith continues to drive Reynolds KPIs across the purchase funnel, increasing product awareness, driving increased product usage and helping to expand our industry-leading market share."

"This comprehensive program leverages original content to engage the largest U.S. food audience with video, native, recipe integration and geo-targeted shopper marketing units to boost category awareness and consideration, and demonstrably drive sales for Reynolds," said Marc Rothschild, Senior Vice President, Meredith Digital. "More and more companies like Reynolds are consolidating budgets with partners that can provide them with cross-platform, end-to-end solutions that drive ROI. Havas and Reynolds have been phenomenal partners that continue to value innovation."

The two-year long marketing and digital program extends to several core Reynolds food packaging and cooking products. Reynolds is the producer of household consumer products such as the iconic Reynolds Wrap® Aluminum foil, as well as Reynolds® brand parchment paper, oven bags and slow cooker liners, among others.

"Reynolds is a truly innovative marketer that is establishing new frontiers for reaching and engaging its target audiences across channels and at scale," said Brian Kightlinger, Vice President of Meredith Corporate Solutions. "We're excited to work together on what we see as the future of multi-channel digital media partnerships, leveraging our content, scale, proprietary data, technology platforms and expertise to provide end-to-end solutions and drive desired outcomes for the world's leading brands."

### **ABOUT REYNOLDS CONSUMER PRODUCTS**

Reynolds Consumer Products provides quality household essentials and world-class brands. Its namesake Reynolds® products include the iconic Reynolds Wrap® aluminum foil; Reynolds® brand aluminum bakeware; parchment paper; oven bags; slow cooker liners; and baking cups. Hefty® is best known for strong, dependable waste bags, but is also a leader in slider storage and freezer bags, foam plates, and plastic cups. Its products are available in the U.S. at mass merchants,

grocers, and other retail stores and in approximately 100 countries throughout the world. For more information, visit <http://www.ReynoldsKitchens.com>.

### **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. 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.

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SOURCE Meredith Corporation

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