

Meredith Corporation And Can Manufacturers Institute Join To Show Women The Benefits Of Canned Foods And How To Elevate Mealtime Success

CMI Partners with Meredith Digital's Display, Shopper Marketing, Video and Social Solutions to Deliver a 360o Campaign Driving Increased Sales in Canned Foods

NEW YORK, July 21, 2016 /PRNewswire/ -- Meredith Corporation (NYSE:MDP; www.meredith.com), the nation's leading media and marketing company serving 102 million unduplicated U.S. women, partnered with Cans Get You Cooking®, a multi-year Can Manufacturers Institute (CMI) campaign, to develop and distribute custom content to engage millions of consumers across Meredith Digital's network of properties and social channels. The three-month campaign combined online content and new videos with organic social distribution, all highlighting the benefits of canned foods, and driving increased consideration and purchase of canned foods.

The campaign began with the ideation, creation and development of an eight-episode recipe-based video series, "All Across the Cantry." The videos provided mealtime inspiration for Meredith viewers by showing the nutritional benefits of canned foods and how they help create meal solutions and elevate meal preparation. Meredith then distributed the videos across its large premium portfolio of sites on desktop and mobile, including *Parents*, *Martha Stewart Living*, *Better Homes and Gardens*, *EatingWell*, and *Allrecipes.com*, as well as across Meredith Digital's Engagement Video Network.

Meredith also leveraged its large social footprint of more than 60 million fans and followers across Facebook, Instagram and Pinterest to drive organic video views across key social platforms. Over the past year, Meredith has focused on building its social footprint with consumers: Meredith's combined 60 million fans on social media and 82 million consumers on its owned-and-operated properties provided large-scale video distribution for CMI, helping drive the brand's Key Performance Indicators.

The **campaign** drove deep engagement across channels, with more than 21 million video views, 176,000 recipe page views, 1.428 million earned followers, and an average of nearly three minutes spent with the content in a given session. Additionally, Meredith Digital's Shopper Marketing solutions helped move consumers along the path to purchase, inserting canned food products dynamically within relevant recipes across Meredith Digital sites and highlighting geo-targeted discounts and promotions for canned foods at the grocery stores and retailers closest to each user.

Based on the initial campaign's success, Meredith and CMI have decided to deepen their partnership and extend the campaign through the Back-to-School season. The expanded program will incorporate a robust influencer campaign featuring the Allrecipes Allstars, Allrecipes' most trusted and followed cooks, as well as additional shopper marketing and video initiatives.

"We know that a well-stocked pantry – or *Cantry* – can serve to inspire mealtime solutions. And the lesser-known nutritional benefits of canned foods can make a huge impact on everyday mealtime challenges of American families. By partnering with Meredith, we were able to share that story through compelling video content that would not only resonate with Meredith's audience and build awareness, but also drive consumers into stores to purchase," said Sherrie Rosenblatt, CMI Vice President, Marketing and Communications. "Combining our content development and distribution strategies across social and display through a unified partnership with Meredith allowed us to reach

and engage our target audience more effectively."

"CMI has been such a creative partner, providing us the flexibility to craft a cross-platform content and video program specifically designed to best engage the Meredith audience across our owned-and-operated and social channels," said Marc Rothschild, Senior Vice President, Meredith Digital. "We continue to see companies rely on Meredith to provide complete solutions for them that drive real business results."

ABOUT MEREDITH CORPORATION

Meredith Corporation (NYSE: MDP; 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 102 million unduplicated American women and over 75 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* among others. 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 (MXM) 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.

ABOUT CANS GET YOU COOKING

The Can Manufacturers Institute (CMI) is the national trade association of the metal and composite can manufacturing industry and its suppliers in the United States. The can industry accounts for the annual domestic production of approximately 124 billion food, beverage and other metal cans; which employs more than 28,000 people with plants in 33 states, Puerto Rico and American Samoa; and generates about \$17.8 billion in direct economic activity. CMI members are committed to providing safe, nutritious and refreshing canned food and beverages to consumers.

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

SOURCE Meredith Corporation

For further information: Patrick Taylor: Patrick.Taylor@meredith.com; (212) 551-6984, Liv Ren: Liv.Ren@meredith.com; (212) 551-7033

<https://news.people.inc/2016-07-21-Meredith-Corporation-And-Can-Manufacturers-Institute-Join-To-Show-Women-The-Benefits-Of-Canned-Foods-And-How-To-Elevate-Mealtime-Success>