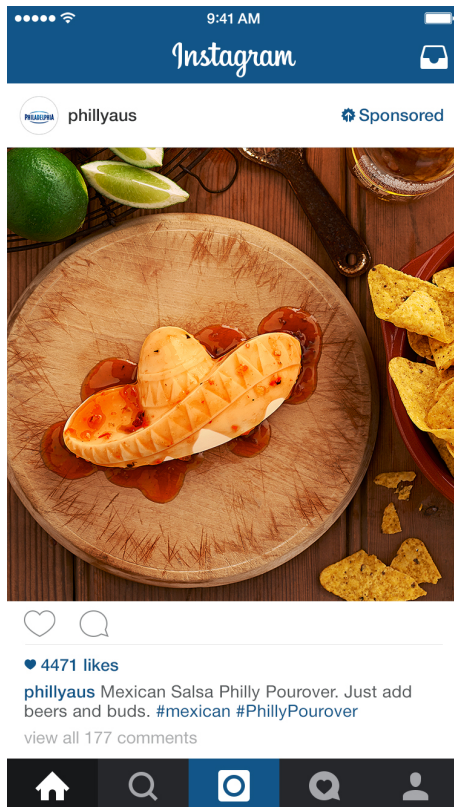




# Entertaining with Ease and Cheese

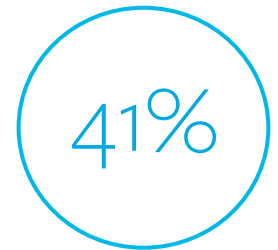
Philadelphia was one of the first brands in Australia to use Instagram advertising. The campaign captured the attention of foodies and achieved a lift in key brand metrics as well as product sales.



lift in message association



lift in purchase intent



sales uplift\*

## STORY

### A fridge favorite

Philadelphia Cream Cheese is a long-standing staple in Australian kitchens and forms the basis of some of the nation's favorite recipes. The "Philly Pourovers" line combines the original product with a range of tasty flavored sauces, which can be used as a dip or to add pizzazz to party dishes.

## GOAL

### Top of mind at party time

Philadelphia wanted 25- to 54-year-old females to think of the Pourovers product whenever they were planning an impromptu or casual social gathering, rather than just at specific calendar occasions, such as Christmas.

## SOLUTION

### Serving up inspiration

Philadelphia used Instagram to connect with a community who appreciate beautiful photography and are looking for new ways to present their food for friends.

The brand developed a suite of tactile Instagram images that featured the cream cheese shaped into fun, summer-themed artworks, like a pair of sunglasses and a cricket set. Philadelphia successfully integrated the product messaging of the three different Pourover flavors with the emotion and energy of entertaining.

The results from Philadelphia's campaign are some of the best that Instagram has seen from brands around the world. The campaign drove message association between the product range and entertaining, an 8-point lift in purchase intent and as part of the brand's overall media mix, achieved a tremendous 41%\* percent uplift in sales.

\*41.8% sales uplift v YA in the 8 weeks leading up to Christmas 2014

“It was critical to this campaign's success to engage consumers in an environment where they are actively seeking entertaining inspiration. Instagram has established itself as a platform that provides inspiration and allowed us to reach people in this frame of mind with a dynamic, storytelling approach to content.”

Bianca Melky,  
Senior Brand Manager —  
Philadelphia