



MCCORMICK *Lost Recipes* HOLIDAY CAMPAIGN

CASE STUDY
NOVEMBER + DECEMBER 2017



Sweet Peas & Saffron

**Slow Cooker
Brussels Sprouts**



Barefeet in the Kitchen

**Sugar and Spice
Butter Balls**



Homemade Hooplah

**Peppermint Crunch
Ice Cream**



*365 Days of Baking
and More*

**Chocolate Peppermint
Ice Cream Pie**



CAMPAIGN GOALS

The McCormick Long Lost Holiday campaign sought to modernize heirloom recipes using specific holiday spices. The recipes should invoke nostalgia for the holidays, and encourage readers to reinvent long lost family recipes to enjoy again and again with McCormick spices.

INFLUENCERS

Four influencers were selected to reinvent long lost recipes during November [savory recipes] and December [sweet recipes]. Influencers were encouraged to focus on the discovery of the lost recipes, any challenges they faced recreating them, and the feelings the smell and taste of the dish invoked.

GOING LIVE

Unique custom content including photos with product placement and custom recipes launched in 2 flights [November, December] on influencers' websites.

Influencers amplified their content via their social channels. Homemade Hooplah also created a hands-in-pans video demonstrating the process.

RESULTS

- 34K Page Views across all 4 influencer sites
- 2.5MM Social Reach across Facebook, Pinterest, Twitter, and Instagram

"I just recently restocked my McCormick Peppermint extract, so the likelihood of my making this pie has just increased 100%"

"That's such a great story about your dad and the brussels sprouts at Thanksgiving. Food memories are some of the very best kind!"