

Shining Bright for 75 Years

Concept

Shining Bright at 75 Years: Reese celebrates its heritage of bringing a world of flavor to your table.

Reese Specialty Foods is an American company dating back to the 1940's, created with the goal of providing high quality, global products to the United States. After almost a century of being a trusted brand for gourmet quality yet affordable foods, Reese Specialty Foods never stopped striving for excellence, continuously assuring they deliver products they are proud to stand behind. Additionally, importing globally sourced goods into the United States allows for the American clientele to discover flavors other than those familiar to them, without even needing to buy a plane ticket.

In order to create more awareness to the brand and its unique products, QNY Creative has created a social and digital marketing campaign focusing on Reese's milestone 75 year anniversary.

QNY Creative's mission set in place was to craft compelling social and digital marketing campaigns, to increase website traffic and communicate the goal set in place by Reese Specialty Foods, 75 years ago.

The project began as a simple concept: traveling back 75 years and rediscovering iconic recipes of the time with a gourmet, 21st century twist. This, in turn, would spark a sense of nostalgia from the consumer, and reiterate the humble roots of Reese Specialty Foods. QNY Creative brought this concept to life through art direction, copywriting, and design. Furthermore, campaigns were created for online brand awareness through social media, newsletters, display ads, and press releases, so as to assure the maximum possible brand awareness.

The idea behind recreating 75-year-old recipes was to draw people in to learning more about the history of the brand, and entice them into purchasing Reese Specialty products, and creating the recipes right at home!

In order to execute this idea fully, QNY dug deep into the Reese's rich history and returning to its core mission - to unite various cultural delicacies from across the world, and the American consumer.

Combining classically American cooking traditions dating back to the 1940's and 50's along with the iconic aesthetic styles from those periods,

allowed viewers to be transported to a different era. All creatives - from the retro references using the iconic Reese logo recognizable stars, to the curated color pallet used - were set in place with the goal of proving just how timeless Reese Specialty Products continue to be to this day.

All the campaign was missing, was a tagline. QNY Creative designed the 75 year anniversary tagline incorporating Reese's logo with the phrase "Shining Bright For 75 Years", with the intention of emphasizing that Reese has provided excellence in quality for almost a century. Through the use of these social campaigns on various digital platforms, this 75 year celebration became more than just a milestone, it became a way to increase the awareness of what Reese Specialty Food Products set in place to provide: excellent, globally inspired products brought right to you.

WHERE:

Instagram, Facebook, Pinterest, Website, Email Marketing, Social Ads, Display Ads

The logo for QNY Creative, featuring the letters 'QNY' in a stylized, handwritten script font.

Shining Bright for 75 Years Results Overview

Run date: April 22, 2022 – May 27, 2022

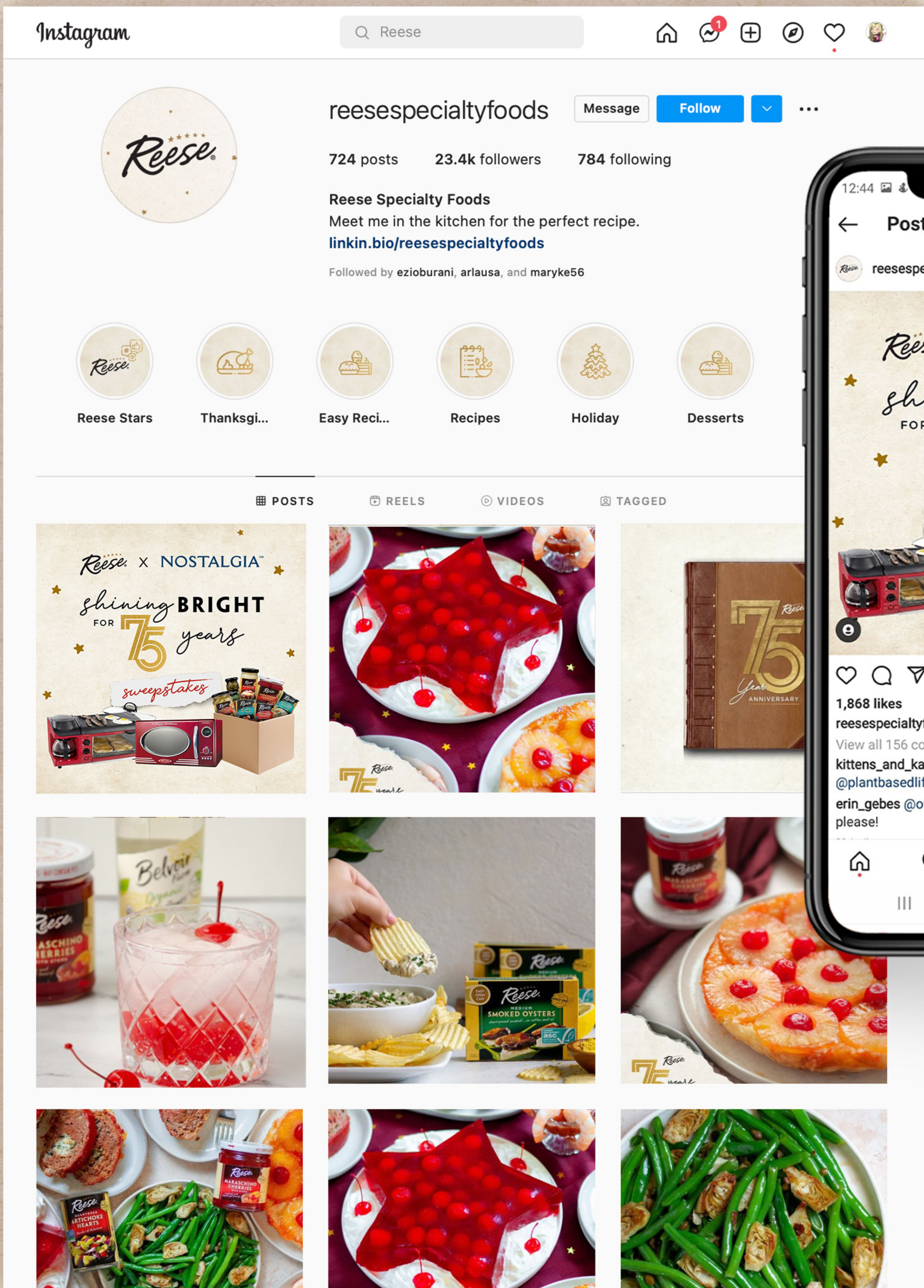
Shining Bright at 75 Years: Reese celebrates its mission of bringing a world of flavor to your table. Efforts focused on the Reese 75th anniversary campaign drove discussions and encouraged interactions all over social media.

To maximize publicity for the “Shining Bright for 75 Years” campaign, QNY Creative worked full force as the goal oriented, top service marketing agency that it is – one who delivers results. In order to reach the intended audience, QNY Creative utilized a range of publicity and content creation initiatives such as:

- Partnering up with Nostalgia Electronics for a highly anticipated Instagram sweepstakes.
- A timeless tablescape inspired by Reese’s rich history and position as the most trusted brand in gourmet specialty food ingredients – showcased on multiple social channels and led traffic to recipes on website.
- Email marketing with over 56k reach of the brand’s intended audience, 10,196 opens, and a 9.35% open rate.
- Created 5 brand new GIPHY stickers resulting in 164,068 views.
- Gained awareness through 8 press releases.

Overall, QNY’s efforts for the Reese “**Shining Bright for 75 Years**” campaigns garnered over **1,483,556 impressions** across all digital and social platforms.

The logo for QNY Creative, featuring the letters 'QNY' in a stylized, handwritten script font.



SOCIAL POSTS
7 TOTAL POSTS LAUNCHED

33,573 TOTAL IMPRESSIONS
29,663 TOTAL REACH
6,258 TOTAL INTERACTIONS

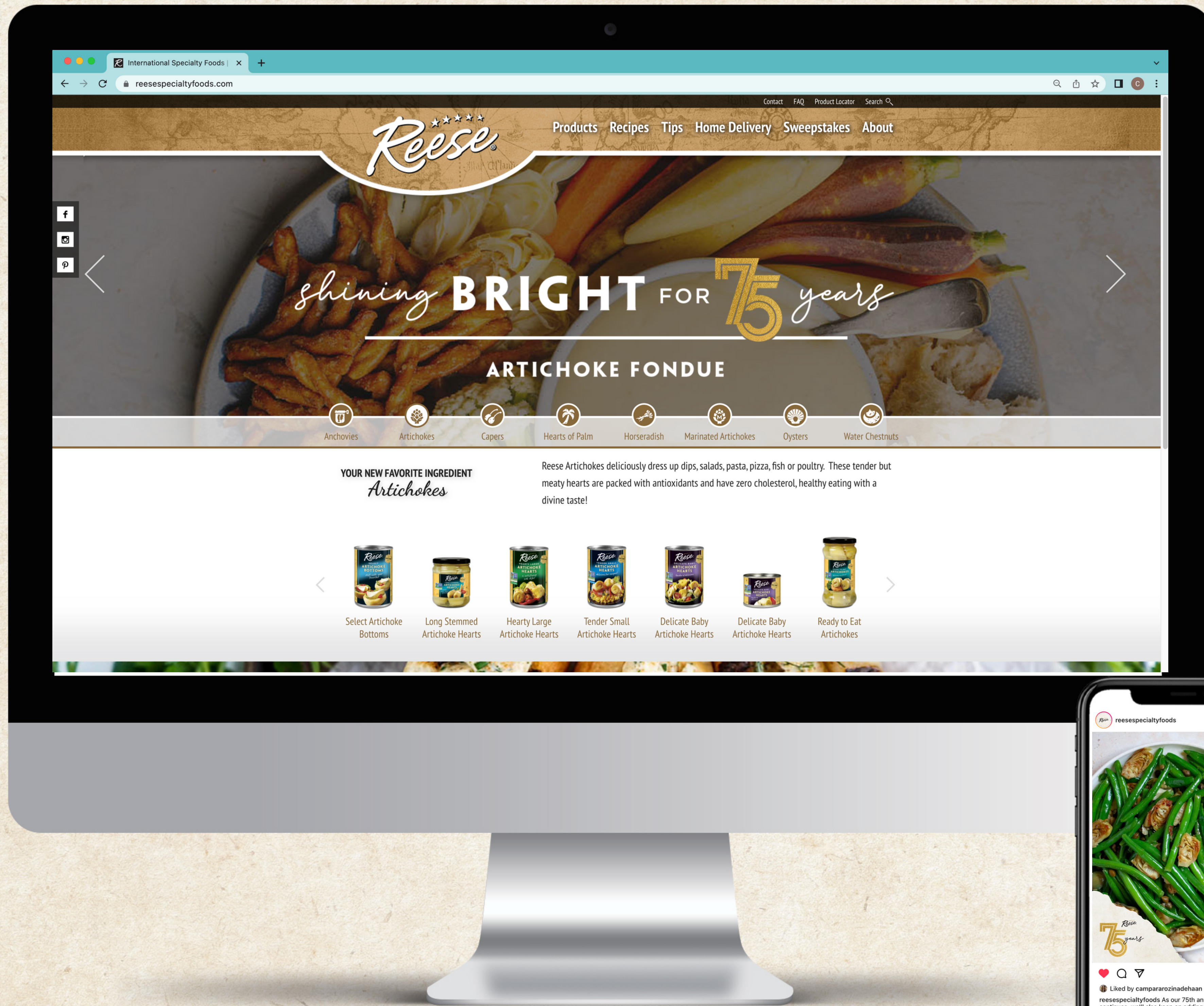
IG SWEEPSTAKES

7,515 TOTAL IMPRESSIONS
5,926 TOTAL REACH
5,937 TOTAL ENTRIES
7,109 GAINED FOLLOWERS

GIPHY'S
164,068 TOTAL VIEWS

*ALL RESULTS ARE ORGANIC

Qm

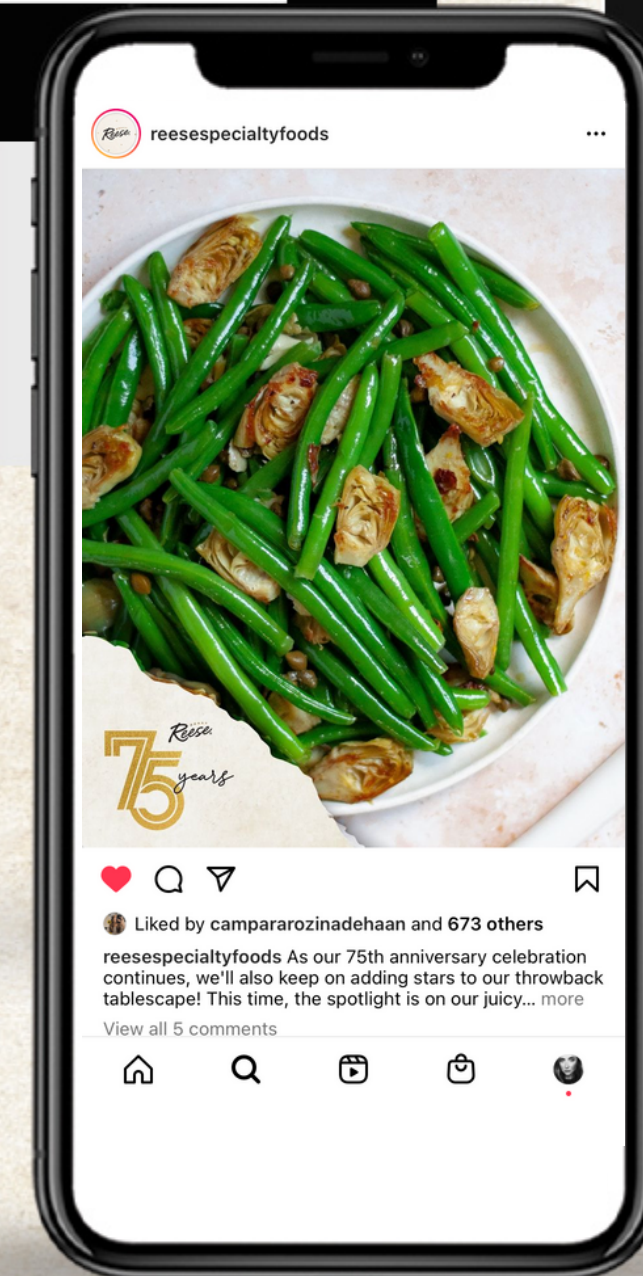
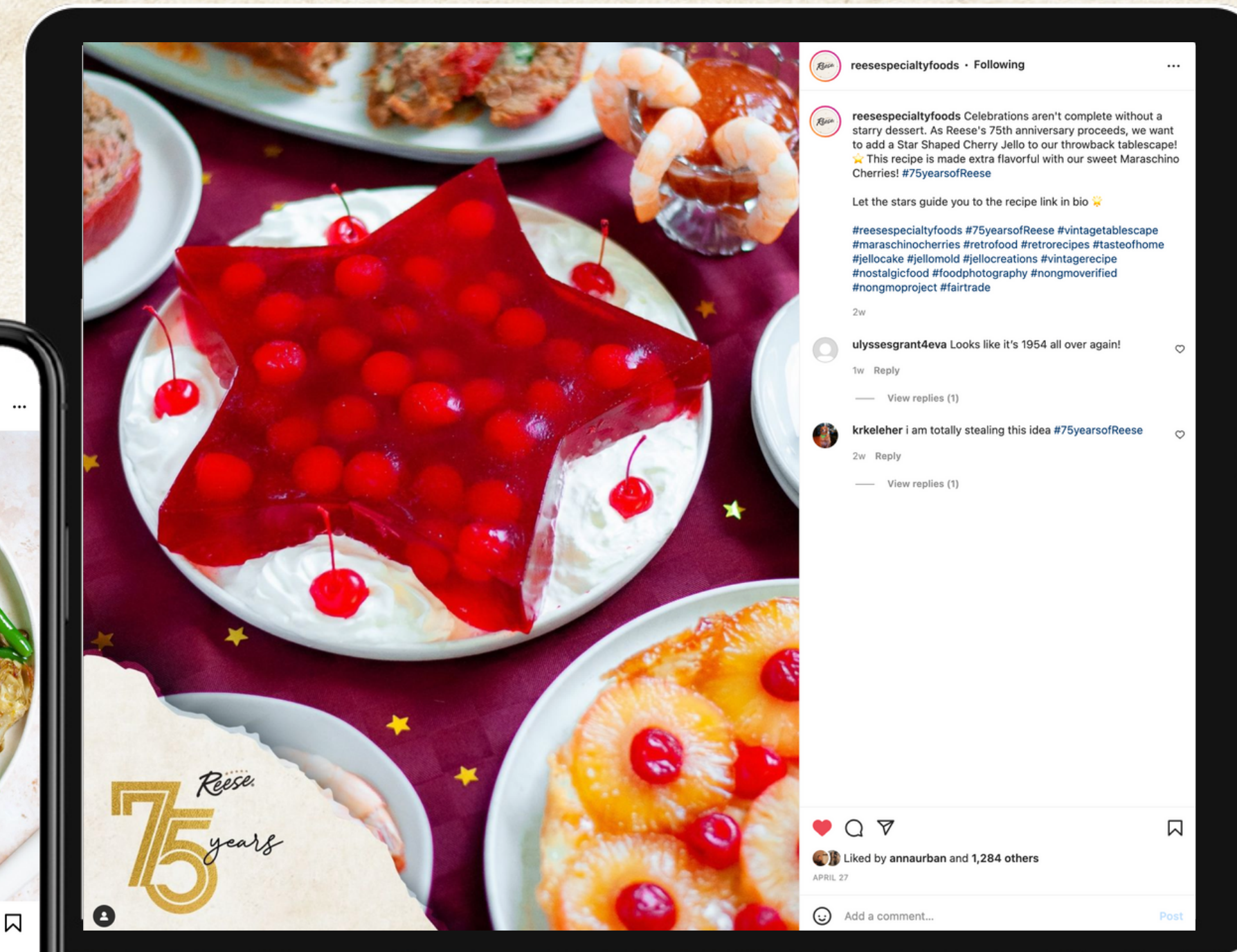


TIMELESS TABLESCAPE - RECIPE

TABLESCAPE RECIPES LAUNCHED ON WEBSITE, FACEBOOK, INSTAGRAM, PINTEREST

494,481

TOTAL PINTEREST IMPRESSIONS



Qm

Reese.
shining **BRIGHT** FOR **75** years

Celebrate 75 years of Reese bringing a world of flavor to your table and reminisce about the good old days with us! To celebrate this special anniversary, we've partnered with Nostalgia to bring you a sweepstake!

Go back to our origins with us and recreate classic meals from the 40s when you win an array of Reese products, a Retro 3-in-1 Family Size Breakfast Station and a Retro Red 800-Watt Countertop Microwave Oven.



ENTER TO WIN

ONE WINNER WILL WIN:



Home Delivery IS NOW AVAILABLE!

amazon instacart
Walmart TARGET

FIND REESE

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ENTER TO WIN

Horseshoe Shrimp Cocktail
Spice up your dinner parties with a zesty 50's Las Vegas Shrimp Cocktail. Kick the heat up a notch higher with red pepper, Worcestershire Sauce, and heaps of Reese's Horseradish.

RECREATE THIS RECIPE

Artichoke Stuffed Meatloaf
Want to make a classic meatloaf even more interesting? The secret is to stuff it with Reese's Chopped Artichokes and Reese's Horseradish for a zesty and savory kick that will surely keep your family asking for more.

RECREATE THIS RECIPE

Star-shaped Cherry Jello
Our star-studded throwback tablescape shines a spotlight on our Star-shaped Cherry Jello. Get it with Reese's Marshmallow Creams for a sweet and tasty dessert that will satisfy everyone's sweet tooth.

RECREATE THIS RECIPE

Cherry Tarte Tatin
The nostalgia comes full circle with our take of a buttery and caramelized version of the Cherry Tarte Tatin. Top it off with Reese's Marshmallow Creams for a sweet finish!

RECREATE THIS RECIPE

Home Delivery IS NOW AVAILABLE!

amazon instacart
Walmart TARGET

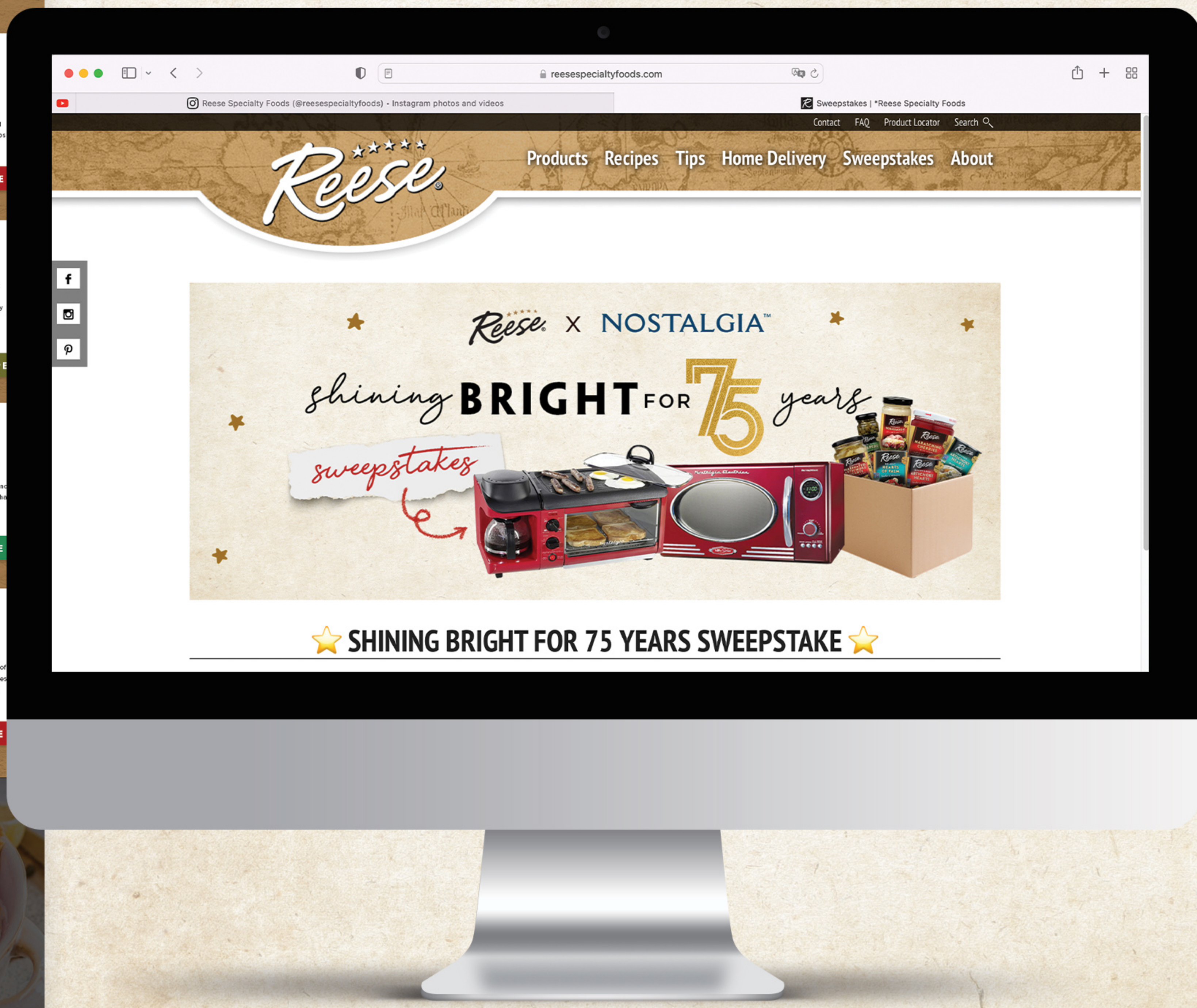
FIND REESE

EMAIL MARKETING
2 NEWSLETTERS TOTAL LAUNCHED

10,196 TOTAL OPENS
9.35% OPEN RATE

May 01 - Sweepstake April 2022 (left) - Without Recipes
April 01 - Sweepstake April 2022 (right) - With Recipes.
April 02 - Sweepstake April 2022 (right) - With Recipes.

4.31% OPEN RATE
17.15% OPEN RATE
13.35% OPEN RATE



Qm

SOCIAL ADS

279,193 TOTAL IMPRESSIONS
5,343 TOTAL ACTIONS
\$0.87 CPM



Qm



DISPLAY ADS

679,299 TOTAL IMPRESSIONS
0.42% CTR
\$0.15 Avg. CPC



Qm4

Thank you

Qwy