



## INCREASED INTEREST

**WORKING PROFESSIONALS  
STUDENTS &  
BUSY PARENTS**



**@blueviolet from NC:**

Wow, @weelicious is going to use @Krusteaz pancake batter to make PB&J layer cake! #KrusteazHolidays



**@mommye from Citrus Heights CA:**

I love the idea of making a cake with pancake mix! I am so going to try this tomorrow.

# COOKING & BRANDLIVE A GREAT RECIPE



**Results**  
from Brandlive

The feedback to the event was overwhelmingly positive. Fans from all around the country were able to share their own tips with other viewers and Catherine in a collaborative setting.

## Crock-Pot Cuisine Launch

For the first time ever, Crock-Pot released a series of food products to complement their existing product line of slow-cookers. The ready-made meals are targeted to appeal to busy parents, working professionals, and students who don't have time to prepare elaborate recipes but want the quality of a home-cooked meal. Using Brandlive, Crock-Pot launched the product and garnered mass appeal and interest for their target market - those who don't want to eat unhealthy fast food meals but want something conveniently prepared at home. Crock-Pot also generated valuable instant product feedback. Initially, consumers were worried about the nutritional aspect; but Crock-Pot was able to emphasize their selection of premium, natural ingredients and market the product as a wholesome alternative to eating out. By building awareness for the new offerings, they were also able to reach those initially interested in the slow-cooker itself and expose that audience to a new product line.

## Krusteaz - Seize the Holidays

As a seasonal event celebrating the holidays, Krusteaz brought fans of baking and cooking together to interact with celebrity blogger Catherine McCord, using Krusteaz products to make fun recipes. Hosting the event, Catherine was able to demonstrate her favorite cookie and pancake recipes with the audience, offering tips to make the experience family-friendly. Answering questions from the audience, she was able to have live interaction with like-minded fans of baking and use recipes as an attraction to demonstrate the Krusteaz product line.

